



# You have the questions, we have the answers.

## — DIGITAL ECONOMY IN GERMANY —

### AD TECH

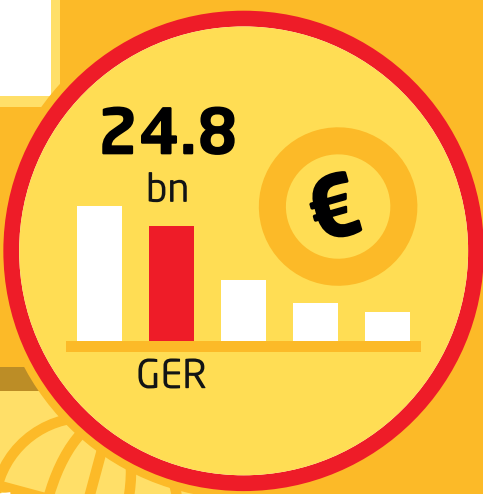
#### Why is AdTech a hot topic?

**Strong start-ups** in e.g. affiliate marketing and mobile advertising are helping international marketing, data management, and customer targeting companies gain a foothold in Europe's biggest economy.



#### How big is the market?

Germany is Europe's second-largest advertising market and as big as the next three markets combined, with **spending hitting €24.8 billion** in 2019.



#### What's the potential for growth?

Digital marketing is currently worth €11.82 billion in Germany, accounting for nearly half the total advertising market. **Growth of 10.6% is expected** in 2021 as part of a continuous upward trend.



#### Is AdTech attracting strong investment?

In 2019, German AdTech **start-ups attracted €207 million** in capital. Innovative concepts such as sell-and-demand side platforms and AdTech hubs like Berlin are prompting further investment.



#### Evolution or revolution?

**A bit of both.** Alongside exciting new concepts, 39% of German companies seek outside help to refine or automate existing marketing operations, 24% to improve their use of programmatic technology.



#### What about networking in Germany?

Having an office in Germany puts AdTech companies in the mix with some of the industry's leading players, while the **country is full of highly-qualified and experienced potential employees.**



#### What if I want to go big?

Then Germany is the place for you. Home to **nine of the Fortune Top 100 brands**, a base in Germany is the perfect launch pad to connect with some of the world's biggest companies.