

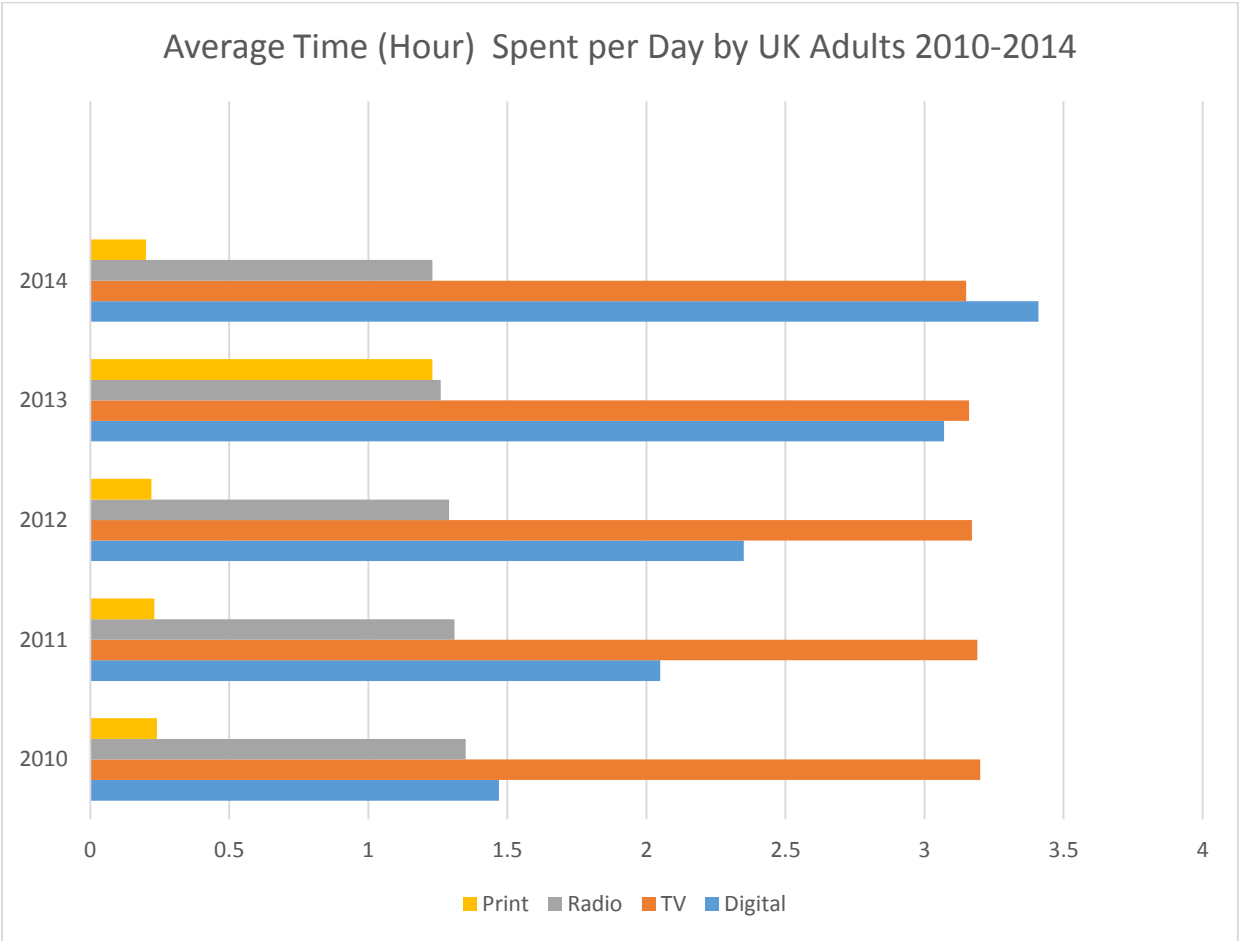
Media & Advertising

IT Brings a Flux in Media & Advertising



In the UK, the total investment on advertisements, as of now, is to the tune of £15.7 billion, and of the every £2 that an advertiser or marketer spends, £1 is spend on digital media alone. This should not evoke any surprise considering the growing consumption of digital media in the country. Currently, UK adults are spending more than 4 hours with digital devices, viz. computer, tablet and smartphone, and the digital trend is dominating the conventional ones of the likes of TV, radio and print.

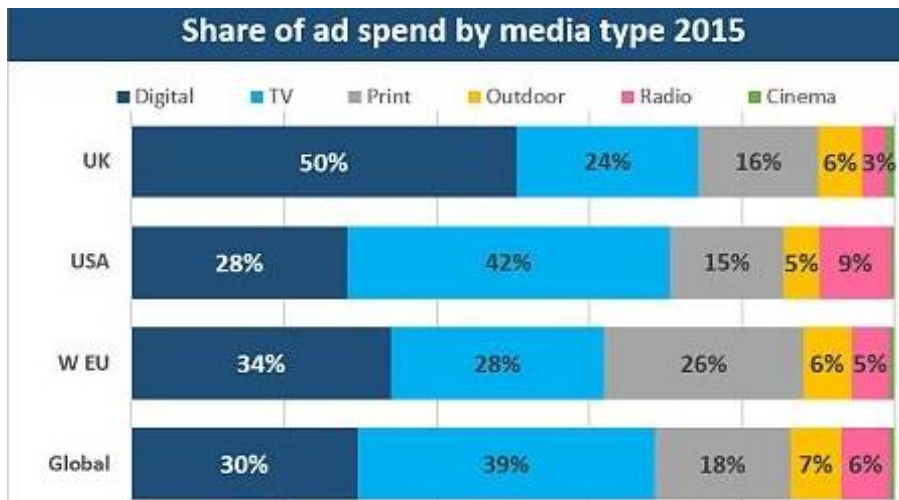
Digital Advertisement Budget Grows with Digital Time Spent



Thus the growing digital dominance has compelled the advertisers and marketers to shift their focus from traditional platform to the emerging one.

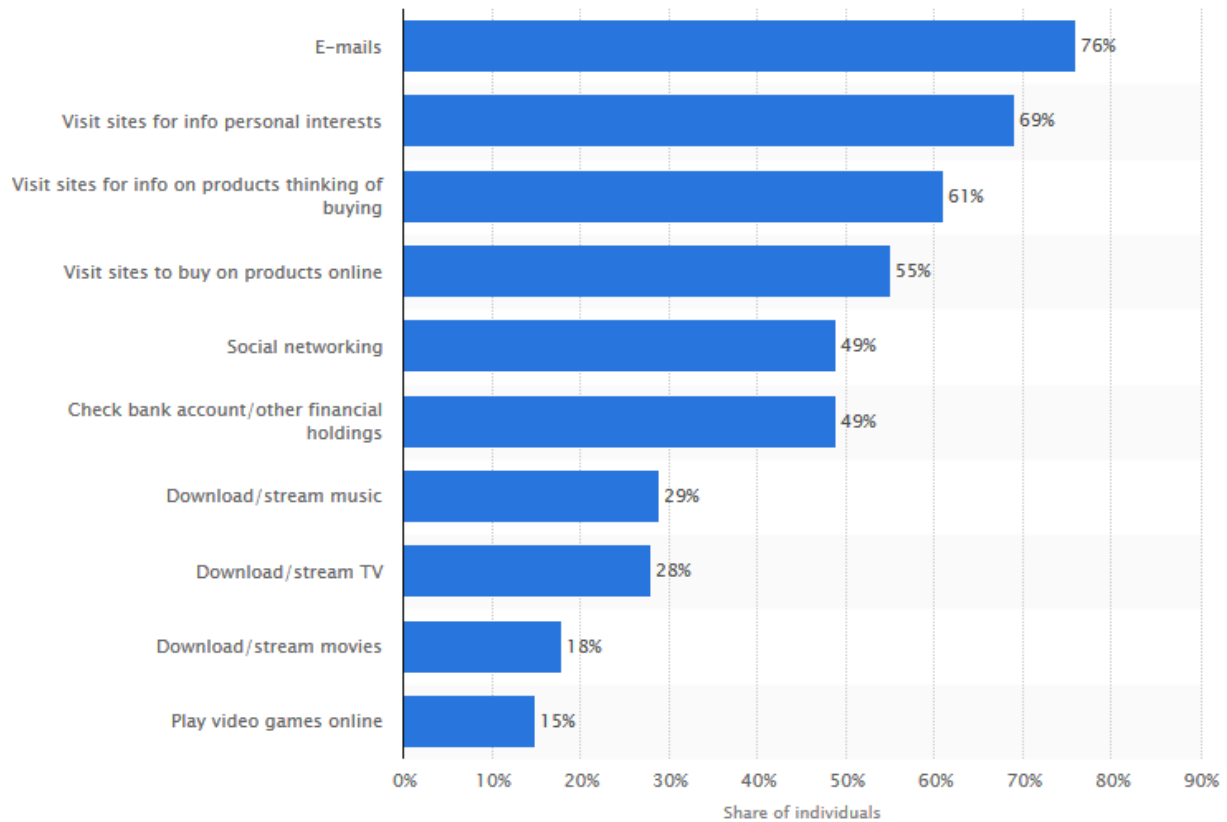
Digital Advertisement Budget Grows with Internet Penetration

In terms of digital marketing investment, the UK is far ahead of its rivals. This seemingly reflects the high Internet penetration in the country. According to the Office for National Statistics, 86 per cent of the population was connected with the Internet by October 2014. According to Wikipedia, the tally goes up to 90 per cent in 2015, which is higher than most of the developed countries, excluding Netherlands and Sweden. Hence, by investing more on digital platform advertisers are trying to reach most of their target audiences.



Digital Advertisement Budget is Directly Proportional to Popularity of Internet Channels

To achieve more interaction with the right prospects and customers, advertisement experts should know that where their target audiences are, that is, what they are doing online. In the UK market, email usage remained as the most popular activity as given below.



Based on the analysis, marketing and advertisements should be done on the appropriate channels. The popular Internet marketing channels are depicted below.



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