

The online advertising market is growing steadily: by 7.5% to 64 billion crowns in 2024

Prague, April 28, 2025 – Online advertising in 2024 reached 64 billion crowns, which represents a year-on-year increase of 7.5%. Display advertising (+9.5%) and programmatic purchase of display advertising (+11%) contributed the most to this result, search advertising (+3%) also recorded a slight growth. The growth estimate for 2025 is 6.7%.

Development of total spending on online advertising

In 2024, advertisers invested a record 64 billion crowns in online advertising, in a combination of list and net prices. This is the highest amount ever, representing a year-on-year increase of 7.5% and confirming the long-term growth trend in online advertising.

"The steady growth of investments in online advertising is positive news for the entire digital ecosystem. Thanks to high-quality content and effective business models, we are able to maintain the trust of advertisers in online as the most important media type," says Michal Hanák, Chairman of the SPIR Board.

A similar pace is expected for 2025, with an estimated growth of 6.7%, which could bring total investments to 68.3 billion crowns. However, the research participants traditionally choose rather cautious forecasts.

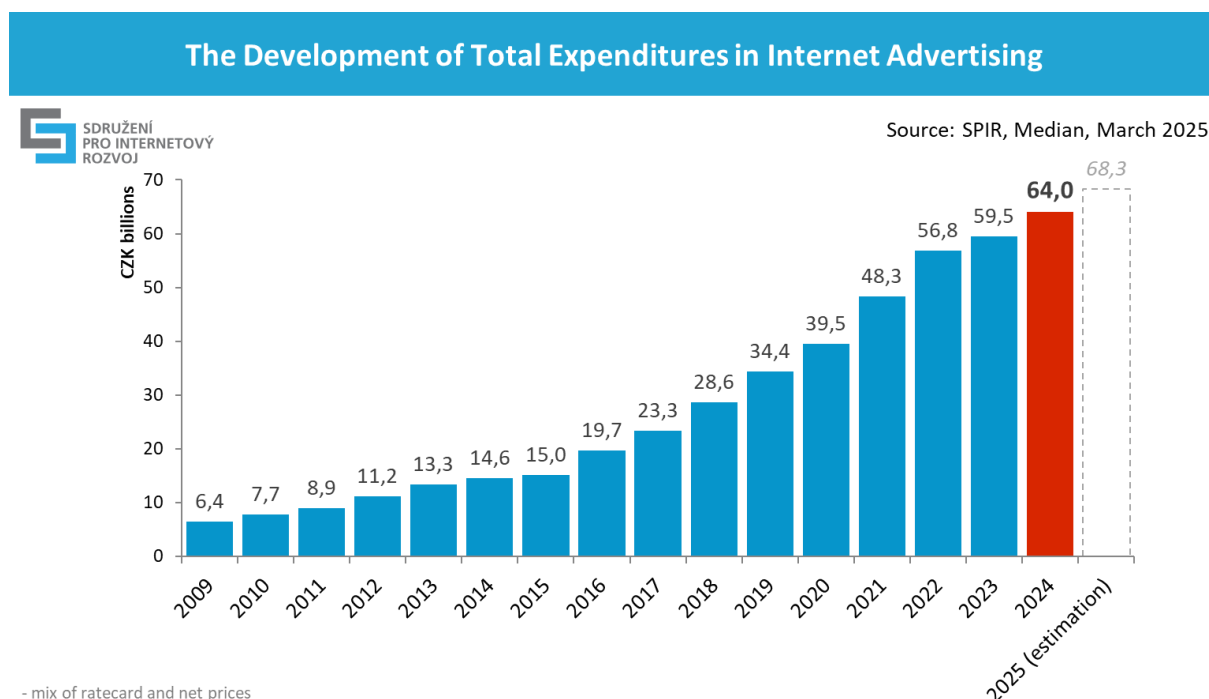


Chart 1: The Development of Total Expenditures in Internet Advertising in Billion CZK

Performance of Individual Forms of Internet Advertising

The largest part of the investments in 2024 was directed to display advertising, which reached a volume of CZK 46.2 billion in combined prices. This format includes both advertising in content networks (e.g. Seznam Sklik, Google Ads or Facebook), as well as RTB and native formats.

Search advertising remains in second place with total investments of CZK 16.5 billion in real prices. Catalog listings and line advertising brought media revenues of CZK 1.2 billion in list prices.

Display advertising grew by 9.5% year-on-year, search improved by 3%. In contrast, catalogs and line advertising recorded a 2% decrease. The total growth of online advertising in 2024 was 7.5%.

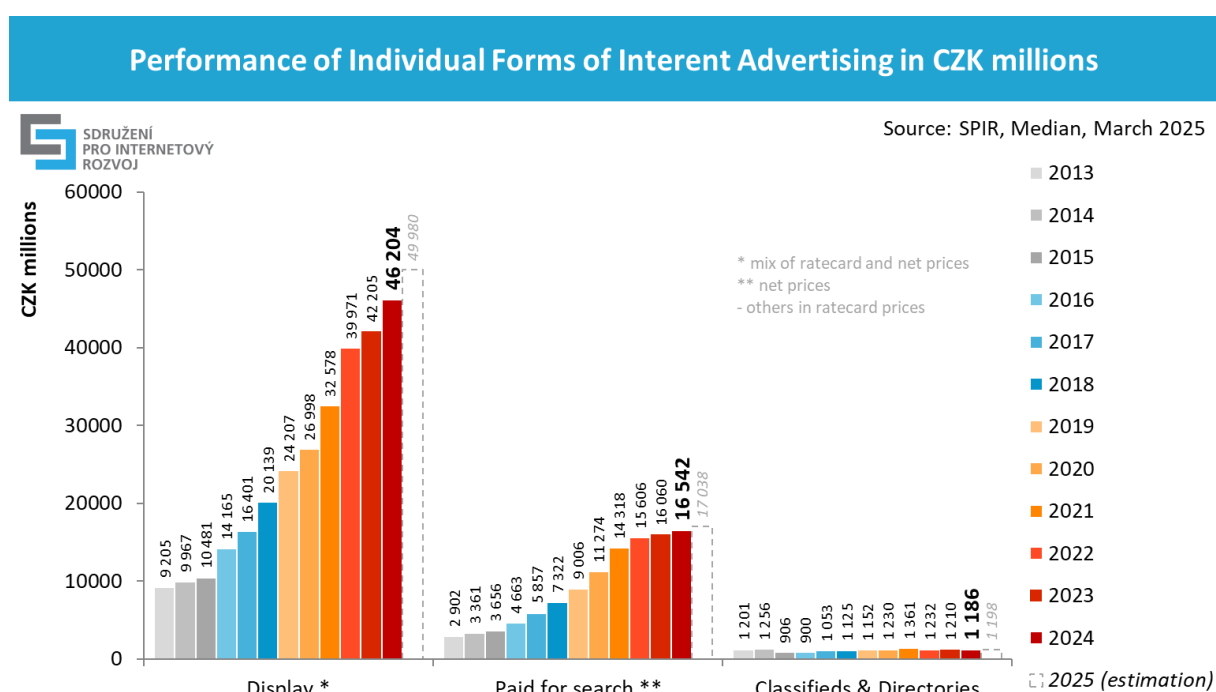


Chart 2: Performance of Individual Forms of Internet Advertising in Million CZK

Methodology

The research was conducted in January and February 2025 with the participation of online media, advertising networks, digital and specialized agencies, as well as direct clients. The methodology and further details are available at www.inzertrivkyony.cz/en.

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