Trends in Ad Impressions and Revenue | January 2022 - June 2022

Overview

- WIPO ALERT Countries covered for this report are Italy, Lithuania and Spain ("WIPO COUNTRIES" in charts).
- 965 million estimated ad impressions & $1 million estimated ad revenue generated by WIPO ALERT Countries (Italy, Lithuania, Spain) traffic to the websites monitored.
- WIPO ALERT Countries (Italy, Lithuania, Spain) traffic accounts for 2% of all estimated ad impressions to the websites monitored.
- WIPO ALERT Countries (Italy, Lithuania, Spain) traffic accounts for 1% of all estimated ad revenue to the websites monitored.
- Japan, US and India are the top three countries for estimated ad impressions for the websites monitored.

Note: 6 month trend covers 461 WIPO ALERT listed websites from Italy, Lithuania and Spain, focused on those active with infringing content and advertising during the period.

TRAFFIC COMPARISON | ROW vs WIPO COUNTRIES BY EST. AD IMPRESSIONS

Top Domains by Revenue

- The top 3 websites account for 37% of estimated ad revenue generated by all traffic on the websites monitored.
- The top 10 websites account for 66% of estimated ad revenue generated by all traffic on the websites monitored.
- Estimated ad impressions generated by WIPO ALERT countries (Italy, Lithuania, Spain) traffic decreased 33% on the websites monitored from January 2022 to June 2022.

TOP DOMAINS BY EST. AD REVENUE (USD)

TREND ANALYSIS OF EST. AD IMPRESSIONS | ROW vs WIPO COUNTRIES

All data and insights taken from IP2P, the Intellectual Property Infringement Platform

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Ad Types & Top Ad Sectors for Major Brands

- Branded ads account for 54% of estimated ad impressions on the websites monitored, with Major (Premium) Brands accounting for 4% of all estimated ad impressions.
- High Risk ads account for 16% of estimated ad impressions on the websites monitored - with Adult ads 12% and Fraud & Malware ads 4%.
- Three sectors account for 86% of all Major Branded advertising - Personal Finance sectors (50%), Arts & Entertainment (20%) and Shopping (16%).

Note: Ad Impressions from WIPO ALERT Countries (Italy, Lithuania and Spain)

AD TYPES | % OF EST. AD IMPRESSIONS
---|---
Adult | 12%
Fraud & Malware | 4%
Major Brands | 4%
Sponsored Content | 27%
Other Brands | 50%
Identifiable Ads | 4%
Unidentifiable Ads | 4%

MAJOR BRAND SECTORS | % OF EST. AD IMPRESSIONS
---|---
Personal Finance | 16%
Arts & Entertainment | 20%
Shopping | 16%
Technology & Computing | 12%
Gambling | 2%

Ad Types & Top Ad Sectors for Major Brands Over Time

- Branded ads increased from 57% of estimated ad impressions on the websites monitored in January 2022 to 60% in June 2022 with Major Brands decreased from 3% to 2% of estimated ad impressions during the 6 months.
- High Risk ads increased from 11% of estimated ad impressions on the websites monitored in January 2022 to 16% in June 2022.
- Arts & Entertainment sector ads decreased from 32% of estimated major brand ad impressions on the websites monitored in January 2022 to 3% in June 2022.
- Shopping sector ads increased from 10% of estimated major brand ad impressions on the websites monitored in January 2022 to 59% in June 2022.

Note: Ad Impressions from WIPO ALERT Countries (Italy, Lithuania and Spain)

AD TYPES | % OF EST. AD IMPRESSIONS OVER TIME
---|---
Jan 2022 | 1%
Feb 2022 | 2%
Mar 2022 | 7%
Apr 2022 | 6%
May 2022 | 6%
Jun 2022 | 11%

Jan 2022 | 51%
Feb 2022 | 36%
Mar 2022 | 27%
Apr 2022 | 20%
May 2022 | 13%
Jun 2022 | 11%

MAJOR BRAND SECTORS | % OF EST. AD IMPRESSIONS OVER TIME
---|---
Jan 2022 | 10%
Feb 2022 | 11%
Mar 2022 | 7%
Apr 2022 | 5%
May 2022 | 27%
Jun 2022 | 13%

Jan 2022 | 40%
Feb 2022 | 50%
Mar 2022 | 61%
Apr 2022 | 17%
May 2022 | 23%
Jun 2022 | 59%

All data and insights taken from IPIP, the Intellectual Property Infringement Platform

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Trend Analysis

Traffic Comparison

- WIPO ALERT Countries traffic remains unchanged at 2% of all estimated ad impressions to the websites monitored since the January 2022 Report.
- WIPO ALERT Countries traffic remains unchanged at 1% of all estimated ad revenue to the websites monitored since the January 2022 Report.

Ad Types & Top Ad Sectors for Major Brands

- Branded ads decreased from 57% in the January 2022 Report to 51% in the July 2022 Report.
- Major Brands ads increased from 1% in the January 2022 Report to 4% in the July 2022 Report.
- Personal Finance sector ads increased from 15% in the January 2022 Report to 50% in the July 2022 Report, and is the top sector for Major Brands ads.
- Arts & Entertainment sector ads decreased from 49% in the January 2022 Report to 20% in the July 2022 Report.