

Pressrelease, January 27

## **IRM to take over IAB Ireland's digital adspend report**

IAB Ireland has chosen IRM, the Institute for Advertising and Media Statistics, as the new supplier of the yearly digital advertising spend report in Ireland.

IRM is providing the measurement of advertising spend in Sweden, Norway and Denmark. As a non-profit industry body, IRM is focused on advertising spend, reporting actuals, forecasts and a database with historical outcome and forecasts.

IAB Ireland and IRM are co-operating to secure a solid, reliable and longterm reporting for the digital advertising market.

'IRM has been working with IAB Europe for over a decade, mainly in the context of IAB Europe's Adex Benchmark Study, which aggregates all national Adspend studies across Europe and has a long history of producing quality reports on digital adspends in European markets, We are delighted to have appointed IRM as our partner given the IRM team's unique deep subject matter expertise in advertising markets matched with their expert statistical knowledge.' commented Suzanne McElligott CEO of IAB Ireland.

"IRM is looking forward to presenting digital advertising spend in Ireland. As a first step we will be meeting with important stakeholders on the market and secure a world class measurement of digital ad spend in Ireland" says Madeleine Thor, CEO of IRM.

For more information:

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About IRM: IRM is Scandinavia's leading authority on media investments. The Institute for Advertising and Media Statistics (IRM) collects, processes, analyzes and publishes reports and forecasts on the Scandinavian advertising and media markets. IRM's material is a source of knowledge with information on trends, relationships and developments within the advertising and media markets.