

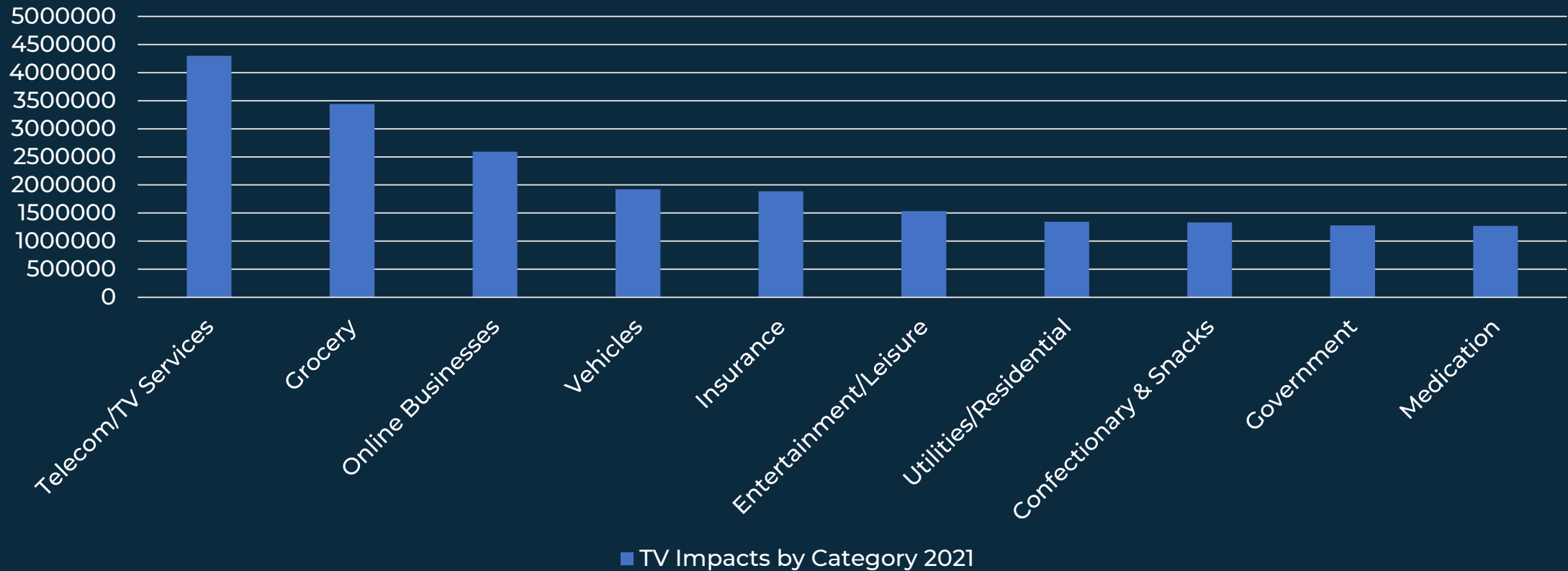
# Online businesses using TV advertising in Ireland 2021

emma<sup>®</sup>

Don't worry.  
Sleep happy.

# In 2021, Online businesses was 3rd place in terms of share of TV impacts delivered.

TV Impacts by Category 2021



# MANY DIFFERENT ONLINE SECTORS EMBRACED TV ADVERTISING IN 2021

CLOTHING



MATRESSES



MARKET PLACE



PRICE COMPARISON



STREAMING PLATFORMS



TRAVEL



# ONLINE YEAR-ON-YEAR TV ADVERTISING GROWTH HAS COME FROM EXISTING AND NEW ADVERTISERS

## Existing

- Emma Mattresses +16%
- Disney Plus +29%
- Amazon.com +97%
- Littlewoods Ireland +28%
- Betfair +61%

## New

- Graze.com
- Refurbed.ie
- Free Now
- Get Set Go Insurance