



The Advertiser's Global Readership Trends Report

The Guide to 2016 Trends in Readership
by Platform for Marketers



Overview

Every day, people spend more time on the internet. As digital marketing technology changes—evolving from pop-up advertisements, to display advertising, and now to content discovery—so does the way consumers interact with content.

Through content discovery, brand content is embedded in trusted publisher sites across the globe, and only seen when it's likely to be relevant to the user. Discovery is unique for two primary reasons—marketers are working with the open web, interacting with a potential customer who doesn't necessarily know they're interested in discovering a brand—but are open to the possibility.

The Taboola discovery platform sees this change in internet behavior directly, as we serve 360 billion content recommendations each year to over 1 billion unique visitors on the web's most innovative publisher sites. We can attest to what people are reading, and how they're interacting with content from publishers, brands, and other organizations.

In fact—we host the world's largest discovery platform and work to find ways for publishers to monetize their content, and for marketers to find new customers. Most importantly, we find new ways for people to discover content on an open and free web.

While we understand that marketers care about performance, we also know that competitive activity, as well as metrics like time on page, and platform engagement are relevant to the conversions that marketing and advertising leaders want to see.

To service this need, Taboola recently analyzed the reading patterns of more than 1 billion global uniques across more than 6 billion moments of discovery on desktop, tablet and mobile devices—bringing you information on readership and performance trends so you can drive more conversions, and target your content more effectively across topic and platform.

Table of Contents

01

A Summary of our Findings

- 4 Why this data?
- 4 Who should read this report?

02

The Dataset: Global

- 6 Worldwide Readership Trends

03

The Dataset: The Americas

- 8 Brazil
- 8 Canada
- 9 Mexico
- 9 United States

04

The Dataset: EMEA

- 11 France
- 11 Germany
- 12 Italy
- 12 Netherlands
- 13 Spain
- 13 United Kingdom

05

The Dataset: APAC

- 15 Australia
- 15 India
- 16 Israel
- 16 Japan
- 17 Malaysia
- 17 Philippines
- 18 Thailand

01

A Summary of Our Findings

After taking a look at readership trends across the globe, certain insights became clear—in general, we are seeing growth in users of mobile and tablet devices. By the end of 2016, most countries are spending more time on their mobile and tablet devices than in the year's beginning.

When it comes to average session duration, internet users on all devices are slowly moving towards a two minute session duration. When we look deeper into the trend, we see desktop duration is slowly getting shorter, and tablet and mobile duration is getting longer—an indication that more engagement, and more valuable time on behalf of the user, is increasing for mobile and tablet, and decreasing for desktop.

Finally, internet activity spiked for many countries at the end of the year. This seems to be an effect of a general upward trend in internet use both globally, and in specific countries.

combined digital advertising spending by the US media and entertainment industries will rise to

\$11.52 billion
by 2020

Why this data?

According to eMarketer, combined digital advertising spending by the US media and entertainment industries will rise to \$11.52 billion by 2020. With digital ad spending slated to be 46.2% of this spending in 2020, marketers are taking notice. This Advertiser Global Readership Trends Report takes a look at exactly how marketing leaders can effectively reach a global audience.

When advertisers and publishers work with Taboola, they place a pixel on their web page to track useful metrics like CTR, cost-per-lead (CPL), cost-per-acquisition (CPA) and general performance metrics like pageviews, impressions, engagement and more.

The quality of our publishers and advertisers, along with the sheer reach of our platform—Taboola is the largest discovery company worldwide—brings massive amounts of traffic into our view, and allows us to identify general patterns in user behavior on the web.

When we talked to our advertisers about these patterns, they wanted to see where localized traffic spent most of its time and how competitors were spending. From there, we leveraged our vast pool of data to find trends in pageviews, session duration, and competitive spending to give advertising and marketing leaders the best view of the global state of content discovery today.

Who should read this report?

The Taboola ecosystem includes both publishers and brand marketers. This report is designed to provide benchmark data useful to both sides of our marketplace, but focuses on action items for marketers.

For marketers, this report represents the factors that influence targeting decisions such as platform and location, and how they can make decisions in terms of engagement and goals.

02

The Dataset: **Global**

Aggregated Global Insights



Worldwide Readership Trends



Sessions and Users

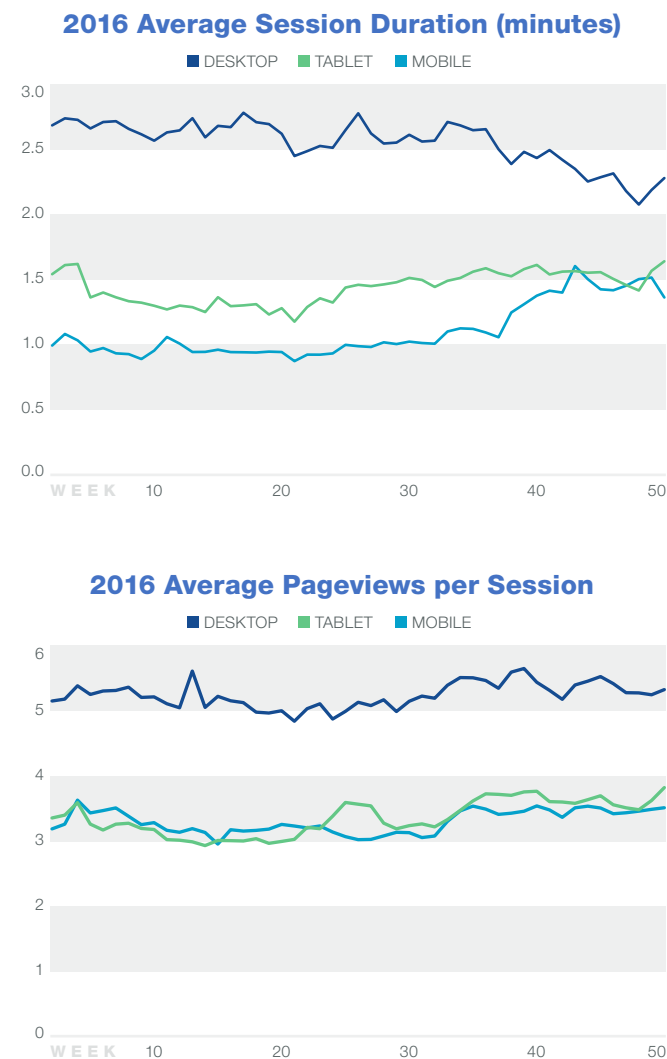
The way people interact with the web today is different than at the beginning of 2016. Global changes in device use and readership trends have shown growth in mobile and tablet devices, although people still turn to their desktops often. We've come to this conclusion globally, and to other conclusions by country, through analyzing two major readership milestones—average session duration and average pageviews per session.

A session is a group of user interactions with your website that take place within a given time frame. We look at specific trends for two reasons—average session duration is indicative of how long a user is spending in a single session, on a certain device type, while average pageviews are indicative of the number of pages, or how much content was consumed, in that session on a certain device type.

Both insights are important for readership trends on the web. As the world of content gets more saturated, and attention spans get shorter, marketers should heed these trends to ensure they're serving the right type of content on the right device. This makes more clicks, conversions and acquisitions more likely—and ends in growth.

The graphs below reflect readership trends worldwide, and sets the precedent as we dive into several other countries to explore their trends. The amount of time spent with mobile and tablet devices is rising. Although desktop use is still prevalent, we've seen major trends that indicate a shift toward mobile

and tablet usage. The average session duration is slowly getting closer to the two minute mark—desktop session duration is getting shorter, while mobile and tablet duration is getting longer.



Biggest Spent Categories



While analyzing how people are spending their time on the web, we're also taking a look at the competitive landscape—digital advertisers—and how they're operating alongside users.

We've analyzed the categories in which marketers are spending the most in order to promote their content. In doing so, we're identifying huge opportunities for marketers—knowing which categories are most saturated with content allows marketers to focus on underspent categories where there is less competition, and therefore, more potential for business impact.

Average Session Duration (Globally) is trending towards **2 minutes.**

Globally, marketers are spending the most on entertainment, finance and health content respectively. The least saturated content that we see globally is categorized as politics, news, family and pet content, followed by several others—all of which present an opportunity for marketers to capture a larger amount of traffic for their sites.

03

The Dataset: **The Americas**

Insights from Brazil, Canada, Mexico and the United States.

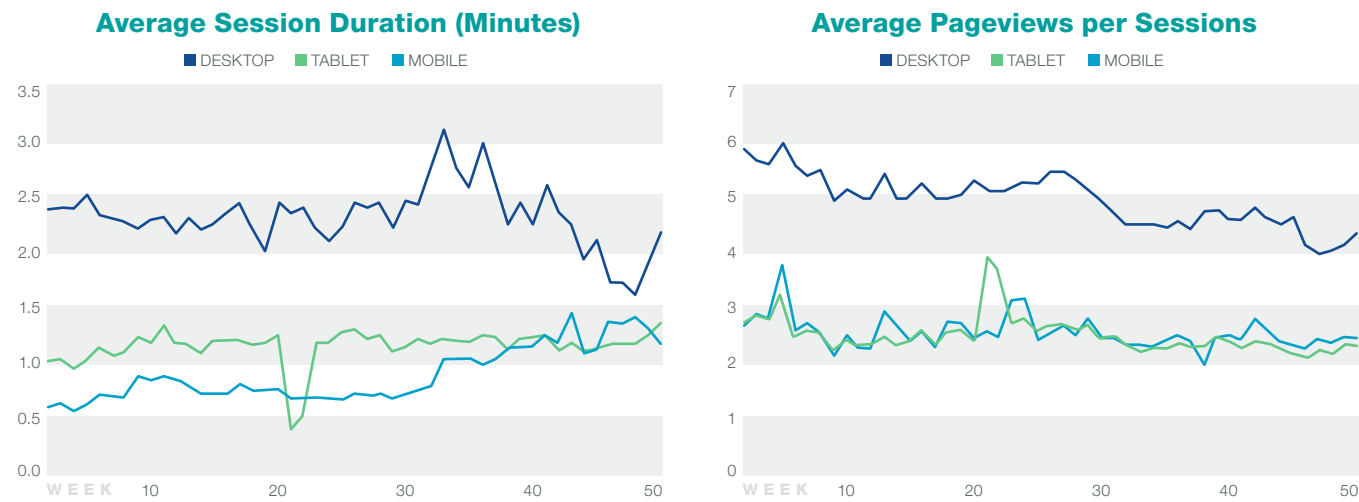


Brazil



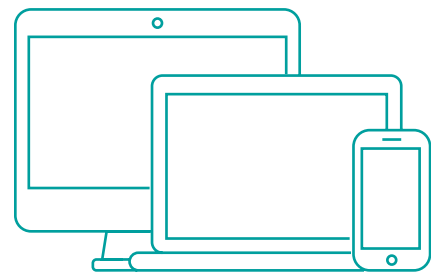
Sessions and Users

The session duration for Brazilians on mobile and tablet platforms is fairly similar. When Brazilians use tablet devices, they're behaving much like mobile users. When they are on their tablet devices, they're also viewing relatively the same amount of pages per session as mobile users.



Biggest Spent Categories

Brazilian advertisers spent the most on advertising health content. Fashion, finance, and beauty fell close behind on desktop, mobile and tablet devices respectively.



All Platforms

1. Health	3. Fashion	5. Business
2. Education	4. Finance	

Desktop

1. Health
2. Fashion
3. Education
4. Beauty
5. Business

Tablet

1. Health
2. Beauty
3. Finance
4. Education
5. Fashion

Mobile

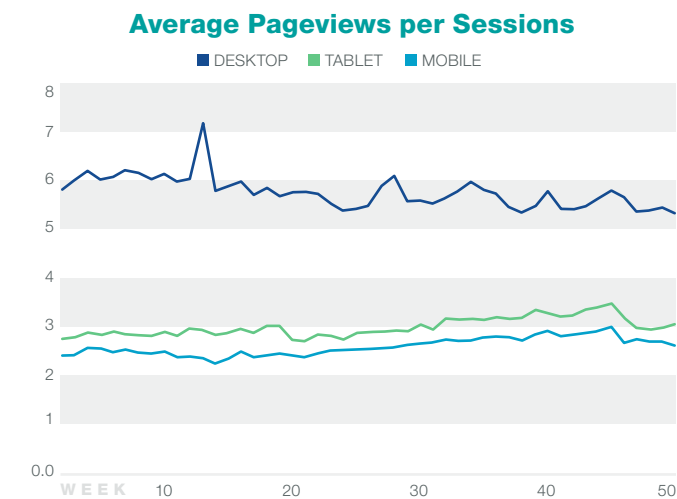
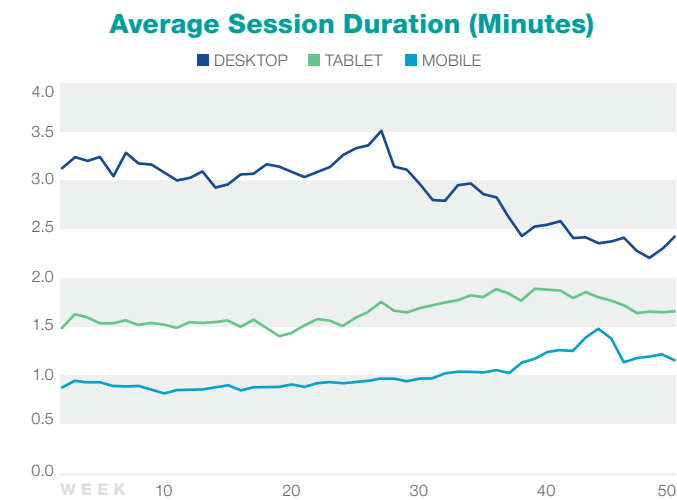
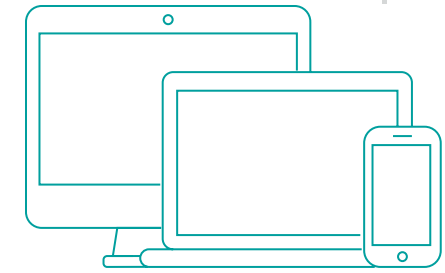
1. Health
2. Finance
3. Education
4. Entertainment
5. Beauty

Canada



Sessions and Users

The average session duration in Canada was more evenly distributed across all platforms near the end of the year, as was the number of pageviews per session. In general, users are visiting more pages per session on desktop devices, and are spending longer sessions on their desktop and tablet devices.



Biggest Spent Categories

In Canada, advertisers spend most of their budgets on entertainment content, while health is the clear runner-up. Dating is the runner-up on mobile devices only.

All Platforms

1. Entertainment	4. Dating
2. Health	5. Autos
3. Lifestyle	

Desktop

1. Entertainment
2. Health
3. Tech
4. Lifestyle
5. Fashion

Mobile

1. Entertainment
2. Dating
3. Autos
4. Health
5. Beauty

Tablet

1. Entertainment
2. Health
3. Lifestyle
4. Travel
5. Beauty

Mexico

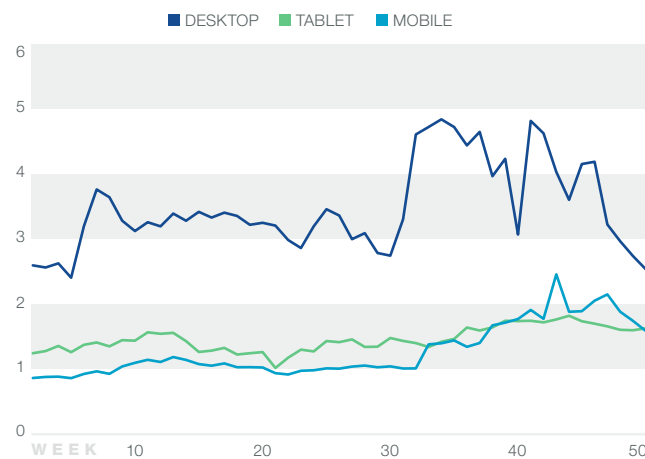


Sessions and Users

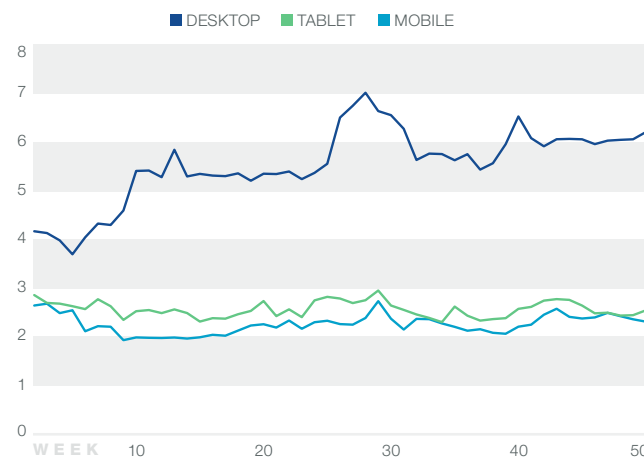
Mexicans spent more time with content on their desktops than they did on their mobile devices. On average, the average session duration hovered between 2.5 to 3.5 minutes, with large spikes in activity in Q1, Q3 and Q4.

The amount of content they consumed grew steadily on desktop devices throughout the year, while mobile and tablet use stayed consistent.

Average Session Duration (Minutes)



Average Pageviews per Sessions



Biggest Spent Categories

In Mexico, advertisers spent most of their budgets on beauty and technology content, with entertainment and fitness content also being popular. Spend in fitness was focused on mobile device campaigns.



All Platforms

1. Beauty
2. Tech
3. Entertainment
4. Fitness
5. Travel

Desktop



1. Beauty
2. Entertainment
3. Tech
4. Lifestyle
5. Travel

Tablet



1. Beauty
2. Entertainment
3. Education
4. Travel
5. Tech

Mobile



1. Tech
2. Fitness
3. Travel
4. Entertainment
5. Education

United States

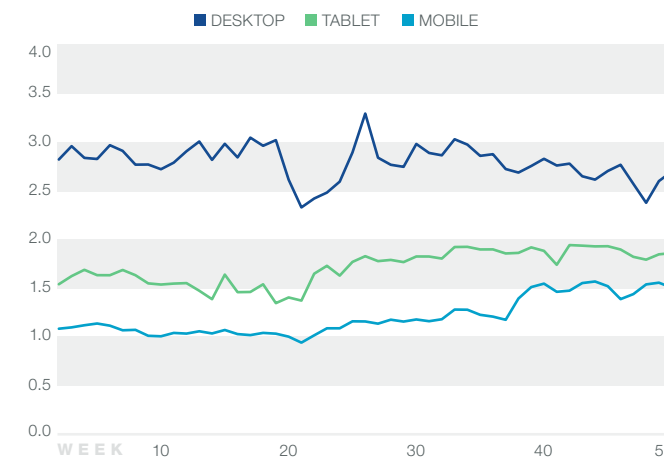


Sessions and Users

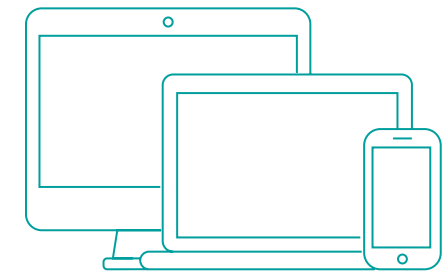
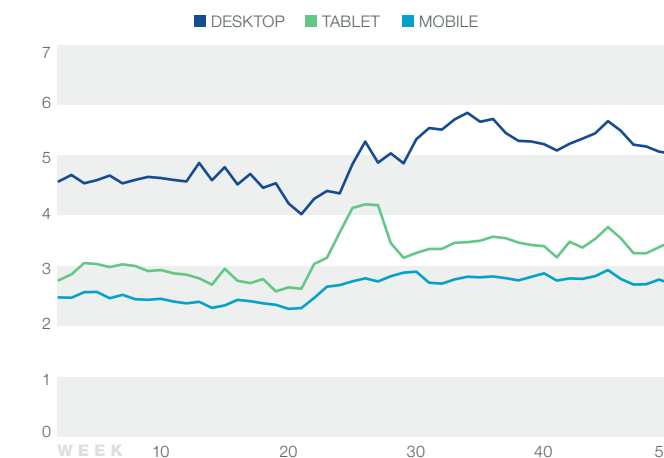
Tablet makes a comeback. The average session duration for tablet and desktop overtakes mobile devices, as does the amount of pageviews per session.

Growth in the United States for the amount of content consumed on desktop, tablet and mobile is growing steadily, and indicates an opportunity for marketers looking to promote content on these devices.

Average Session Duration (Minutes)



Average Pageviews per Sessions



Biggest Spent Categories

At the end of 2016, we took a look at the different spend categories in the US, and discovered that across all platforms—desktop, mobile, and tablets—entertainment and finance were the dominant US content categories clicked.

All Platforms

- | | |
|------------------|--------------|
| 1. Entertainment | 4. Fashion |
| 2. Finance | 5. Lifestyle |
| 3. Health | |

Desktop



1. Entertainment
2. Finance
3. Health
4. Fashion
5. Lifestyle

Mobile



1. Entertainment
2. Finance
3. Lifestyle
4. Health
5. Fashion

Tablet



1. Entertainment
2. Health
3. Finance
4. Lifestyle
5. Fashion

04

The Dataset: **EMEA**

France, Germany, Italy, Netherlands, Spain, and the United Kingdom



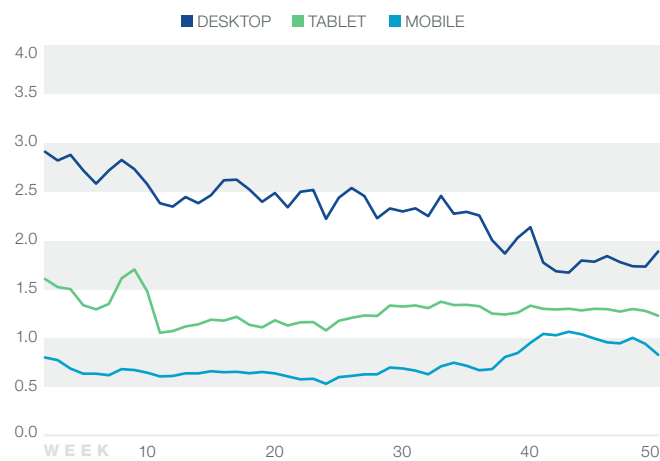
France



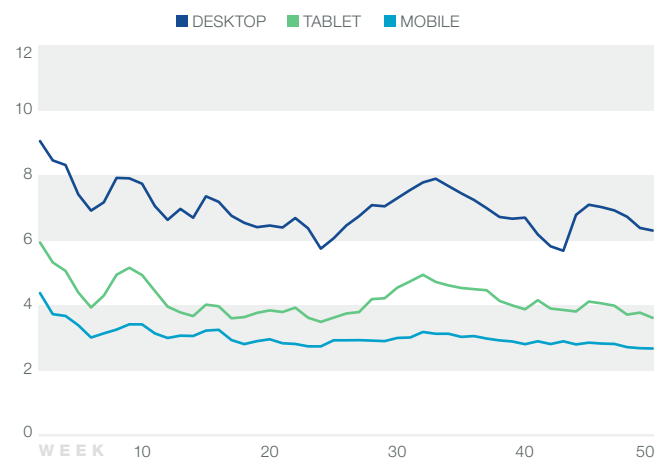
Sessions and Users

The average session duration in France hovered just under two minutes across all devices, while the amount of content the French consumed on desktops grew. Here, tablet devices pulled ahead of mobile devices, suggesting that the pageviews that do happen via tablet are with users that are more engaged.

Average Session Duration (Minutes)

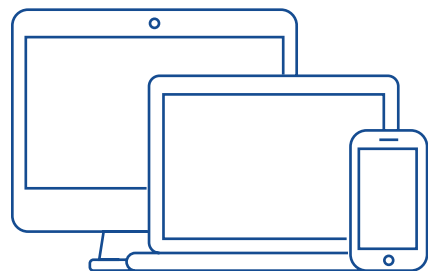


Average Pageviews per Sessions



Biggest Spent Categories

The categories where advertisers spent most of their budgets in France were entertainment and finance. As is consistent with some other trends; dating, health and home did not fall far behind.



All Platforms

- 1. Entertainment
- 2. Finance
- 3. Health
- 4. Fashion
- 5. Tech

Desktop



- 1. Entertainment
- 2. Finance
- 3. Health
- 4. Fashion
- 5. Tech

Tablet



- 1. Finance
- 2. Entertainment
- 3. Home
- 4. Beauty
- 5. Fashion

Mobile



- 1. Finance
- 2. Dating
- 3. Entertainment
- 4. Fashion
- 5. Tech

Germany

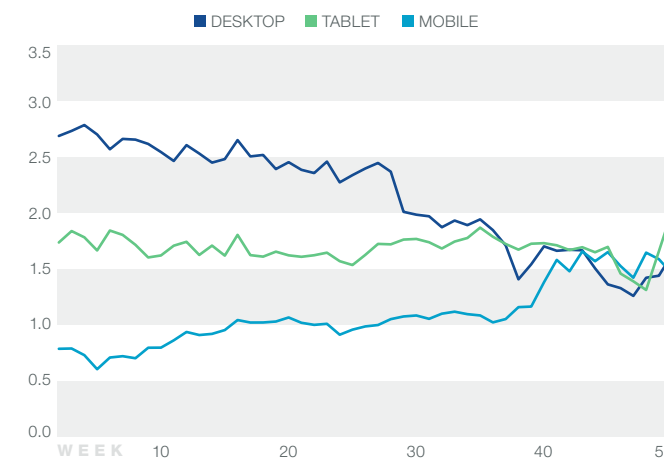


Sessions and Users

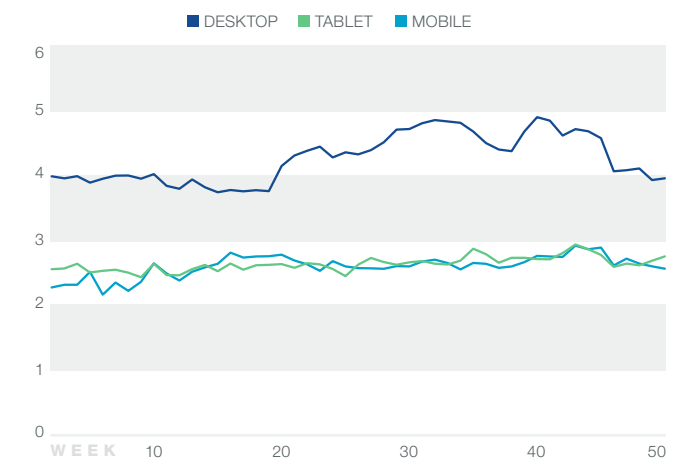
In Q1, Germans clearly spend the most time on desktops, second on tablets and third on mobile devices. By the end of the year, they're spending equal amounts of time consuming content across all devices.

They're still most active on their desktops, which saw the largest amount of average pageviews per session throughout the year, while tablet and mobile devices stayed tied—neck and neck.

Average Session Duration (Minutes)



Average Pageviews per Sessions

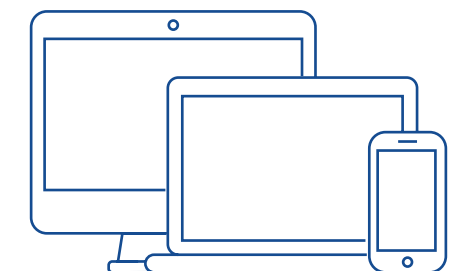


Biggest Spent Categories

Advertisers in Germany spent the most on home and lifestyle content, with other secondary lifestyle categories falling not far behind—content about automobiles, fashion and other personal categories are the most targeted by marketers.

All Platforms

- 1. Home
- 2. Entertainment
- 3. Lifestyle
- 4. Health
- 5. Tech



Desktop



- 1. Home
- 2. Entertainment
- 3. Lifestyle
- 4. Health
- 5. Tech

Tablet



- 1. Lifestyle
- 2. Autos
- 3. Home
- 4. Health
- 5. Fashion

Mobile



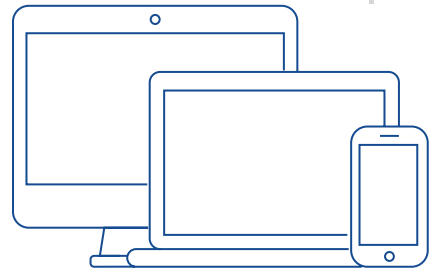
- 1. Lifestyle
- 2. Fashion
- 3. Home
- 4. Health
- 5. Entertainment

Italy



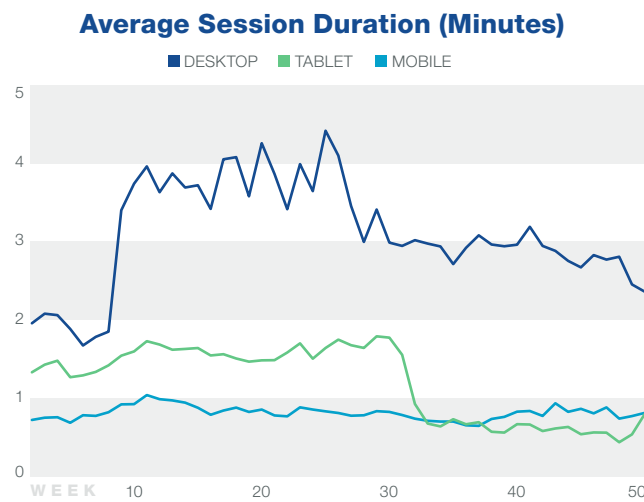
Sessions and Users

In Italy, average session duration and average pageviews per session mirror each other, and show that Italians are most engaged with content when they're using desktop devices. Tablet and mobile devices see a shorter session duration, but stay tied throughout the year in the race for user engagement.



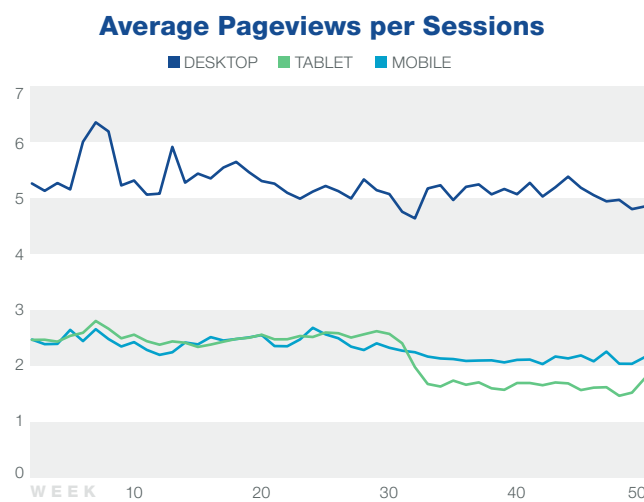
Biggest Spent Categories

Advertisers seem to be most interested in distributing automobile and technology content in Italy, with food content falling not far behind on tablet. Spend was also significant in entertainment, education and fashion content.



All Platforms

1. Autos	4. Travel
2. Tech	5. Fashion
3. Entertainment	



Desktop	Mobile
1. Autos	1. Autos
2. Tech	2. Tech
3. Entertainment	3. Education
4. Fashion	4. Travel
5. Travel	5. Entertainment

Tablet

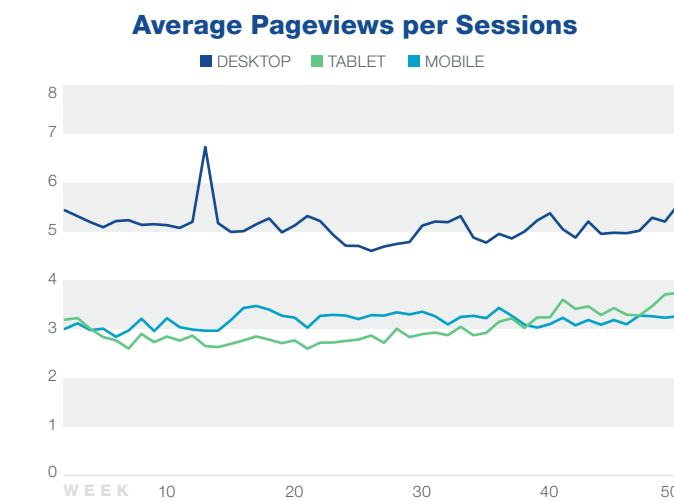
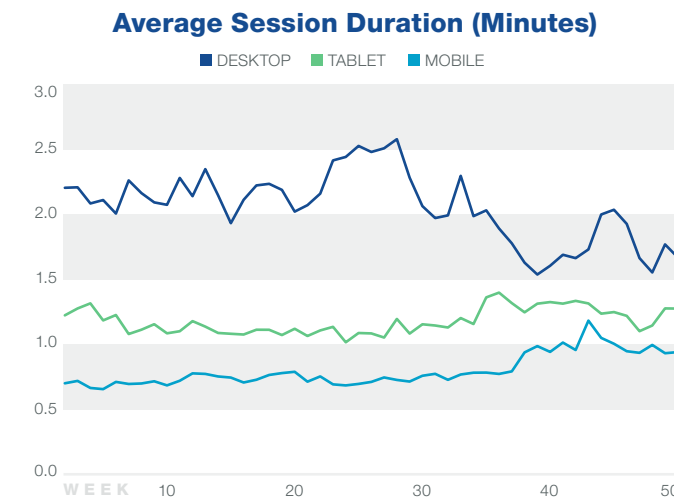
- Autos
- Food
- Fashion
- Tech
- Health

Netherlands



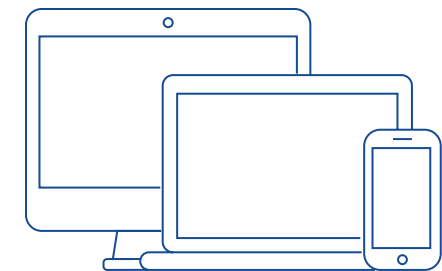
Sessions and Users

The Dutch's average session duration is longest on desktop, although it decreases at the end of the year. Their tablet session duration is higher than mobile, which is the opposite of average pageviews per session, which consistently shows more content consumption on desktop devices. Here, mobile devices and tablet are neck in neck.



Biggest Spent Categories

Entertainment and lifestyle content is the most popular for advertisers in the Netherlands, and is where they spent most of their budgets in 2016. Health and, entertainment and gambling came in close behind when we looked at individual platforms.



All Platforms

1. Entertainment	4. Home
2. Lifestyle	5. Health
3. Tech	

Desktop	Mobile
1. Entertainment	1. Gambling
2. Lifestyle	2. Entertainment
3. Tech	3. Travel
4. Home	4. Lifestyle
5. Health	5. Dating

Tablet

- Entertainment
- Health
- Home
- Travel
- Lifestyle

Others

- Entertainment
- Gambling
- Tech
- Finance
- Business

Spain

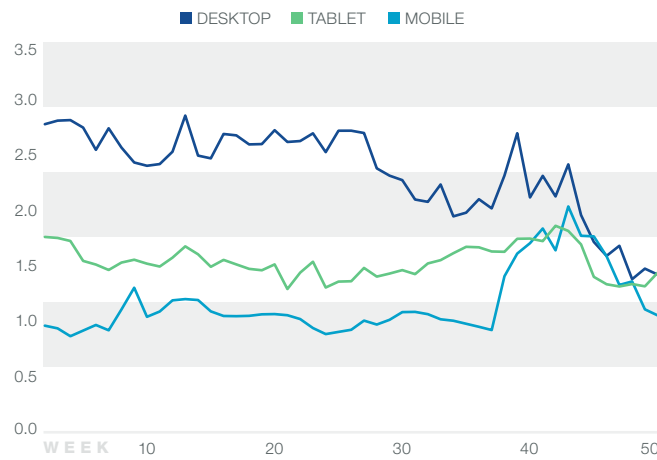


Sessions and Users

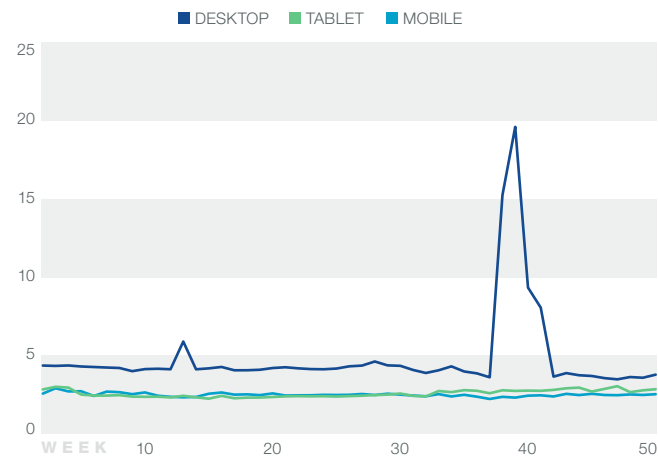
In session duration, we see that Spaniards spent much more time on the internet overall on their desktop devices. Here, the session duration is longer on tablet devices than mobile devices for most of the year, until Q4 when all three intersect. All three devices merge at the end of the year, as their average session duration wanes.

Average pageviews per session mirrors that of the number of pageviews in that desktop is in the lead, but here, mobile devices and tablet are more closely tied.

Average Session Duration (Minutes)

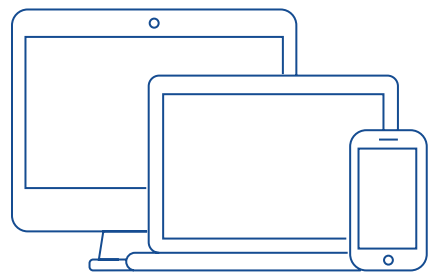


Average Pageviews per Sessions



Biggest Spent Categories

Advertisers in Spain spent most of their budgets on entertainment and technology content throughout the year, with health and finance content not far behind.



All Platforms

- 1. Entertainment
- 2. Tech
- 3. Finance
- 4. Travel
- 5. Fashion

Desktop



- 1. Entertainment
- 2. Tech
- 3. Finance
- 4. Travel
- 5. Fashion

Mobile



- 1. Gambling
- 2. Health
- 3. Tech
- 4. Finance
- 5. Entertainment

Tablet



- 1. Entertainment
- 2. Health
- 3. Tech
- 4. Travel
- 5. Finance

Others



- 1. Entertainment
- 2. Finance
- 3. Tech
- 4. Gambling
- 5. Education

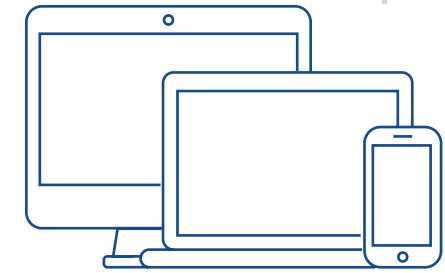
United Kingdom



Sessions and Users

The English saw the longest average session duration on their desktops in the first three quarters, with the length of time they spent on their tablet and mobile devices not even coming close. At the end of the year, time spent on these devices starts to even out, although the hierarchy stays the same.

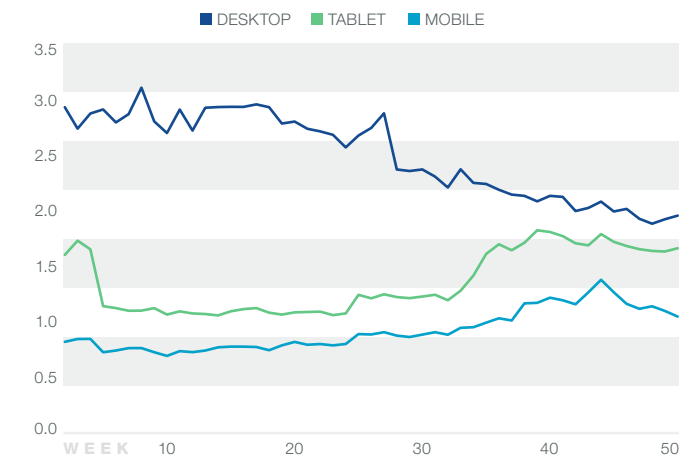
Content consumption on desktop devices stayed consistently in the lead, and rose, throughout the year, whereas content consumption on tablet devices usurps that of mobile before the year's end.



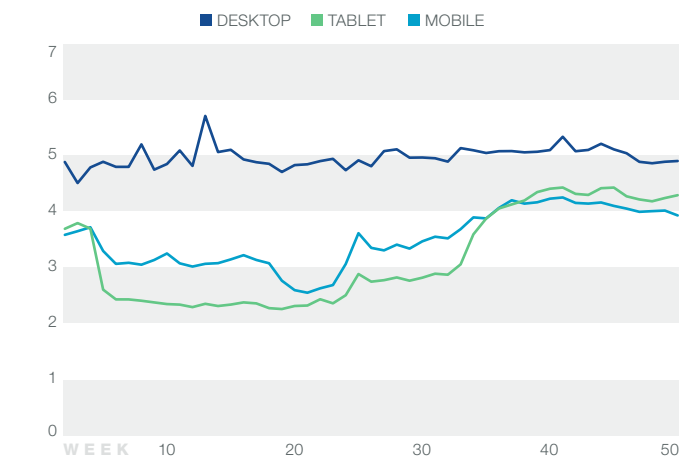
Biggest Spent Categories

The United Kingdom spent the most of their budgets advertising finance content across the board—desktop, tablet, mobile and a combination of all platforms all saw finance advertising as the lead, with entertainment content falling in second place.

Average Session Duration (Minutes)



Average Pageviews per Sessions



All Platforms

- 1. Finance
- 2. Entertainment
- 3. Health
- 4. Fashion
- 5. Tech

Desktop



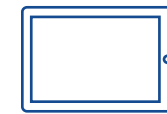
- 1. Finance
- 2. Entertainment
- 3. Health
- 4. Fashion
- 5. Tech

Mobile



- 1. Finance
- 2. Entertainment
- 3. Fashion
- 4. Gambling
- 5. Health

Tablet



- 1. Finance
- 2. Entertainment
- 3. Health
- 4. Fashion
- 5. Autos

05

The Dataset: **APAC**

Australia, India, Israel, Japan, Malaysia, Philippines and Thailand



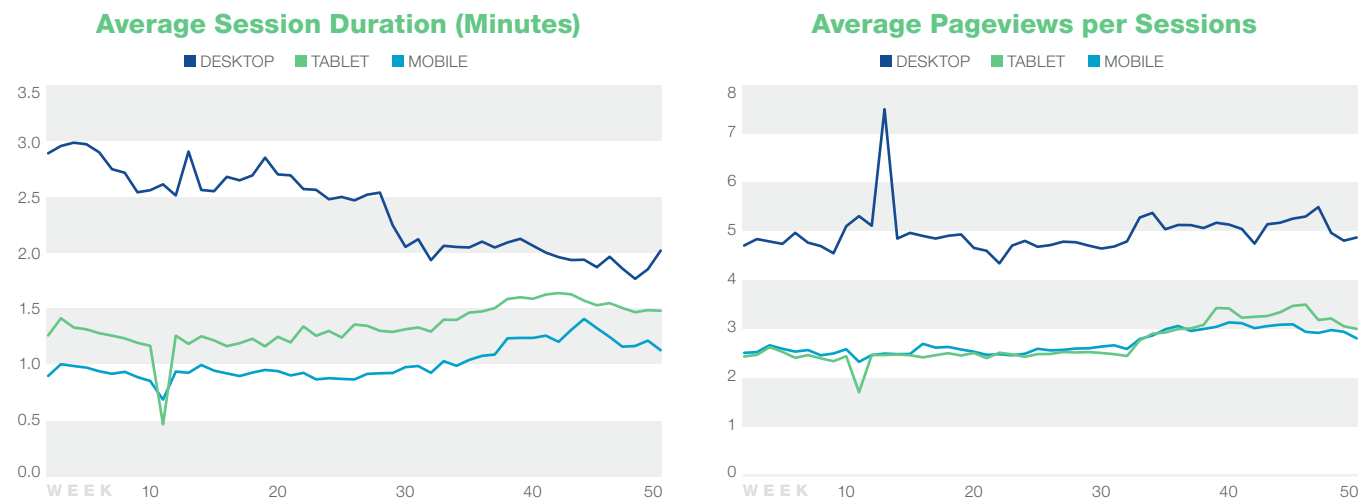
Australia



Sessions and Users

The average amount of time Australians are spending on their desktop devices is much larger than the amount of time they're spending on any other devices. In fact, session duration on tablet and mobile devices spikes downwards in Q2, when session duration on desktop devices spikes upwards.

They're also consuming the most amount of content on their desktop devices—average pageviews per session on desktops stays consistently in the lead, whereas mobile devices and tablet stay tied in second place.



Biggest Spent Categories

Advertisers spent the most money advertising entertainment and health content in Australia in 2016. Lifestyle content was a close second on tablet and mobile devices.



All Platforms

1. Entertainment
2. Health
3. Finance
4. Lifestyle
5. Tech

Desktop



1. Entertainment
2. Health
3. Finance
4. Lifestyle
5. Tech

Tablet



1. Entertainment
2. Lifestyle
3. Finance
4. Travel
5. Health

Mobile



1. Entertainment
2. Lifestyle
3. Dating
4. Travel
5. Health

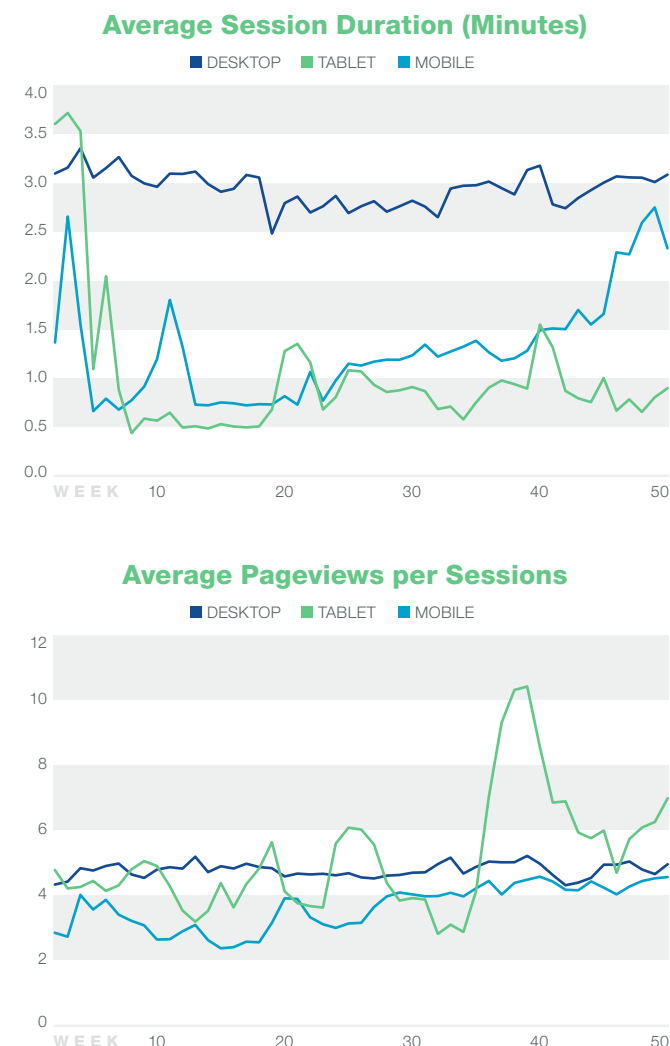
India



Sessions and Users

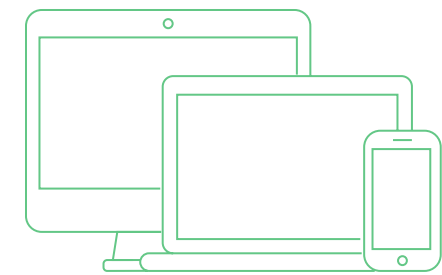
Indians had the longest average session duration with their desktop devices by far, indicating that Indians are more engaged on desktop devices. The tablet resurfaces, overtaking mobile at some points throughout the year in average session duration.

When we look at pageviews per session, we see the both the highest and lowest pageviews per sessions were spent on tablet devices—session duration fluctuates heavily throughout the year.



Biggest Spent Categories

Advertisers in India spent most of their budget on finance content, with news, entertainment, home and automobiles falling in line as the second largest spend categories in the country.



All Platforms

1. Finance	4. Autos
2. News	5. Health
3. Entertainment	

Desktop



1. Finance
2. News
3. Entertainment
4. Autos
5. Health

Mobile



1. Entertainment
2. Home
3. News
4. Lifestyle
5. Health

Tablet



1. Finance
2. Autos
3. Home
4. Entertainment
5. Technology

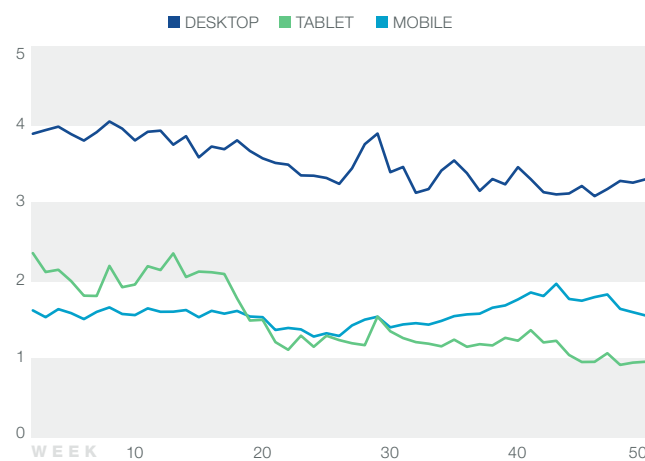
Israel



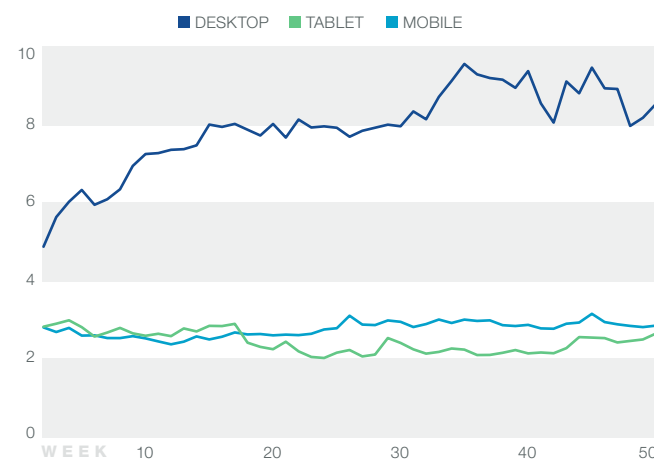
Sessions and Users

Israelis spent much more time consuming internet content on their desktop devices than any other device. They also viewed more pages during these sessions on desktop, then they did on any other device. In session duration, mobile and tablet are closer in use, with tablet use more popular at the beginning of the year, but being overtaken by mobile at the end of Q2.

Average Session Duration (Minutes)



Average Pageviews per Sessions



Biggest Spent Categories

Advertisers spent the most of their budgets on finance content than any other category in Israel in 2016. For mobile devices, the platform where they're seeing the most engagement, we see a surge in advertised healthcare content.

All Platforms

- 1. Finance
- 2. Health
- 3. Autos
- 4. Tech
- 5. Lifestyle



Desktop



- 1. Finance
- 2. Health
- 3. Autos
- 4. Tech
- 5. Lifestyle

Tablet



- 1. Finance
- 2. Health
- 3. Lifestyle
- 4. Food
- 5. Autos

Mobile



- 1. Health
- 2. Finance
- 3. Lifestyle
- 4. Food
- 5. Education

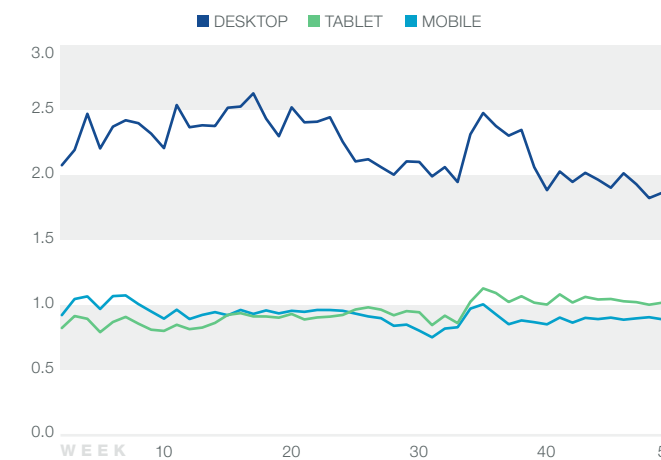
Japan



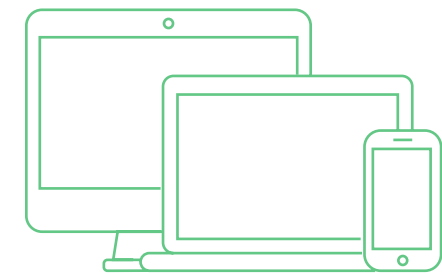
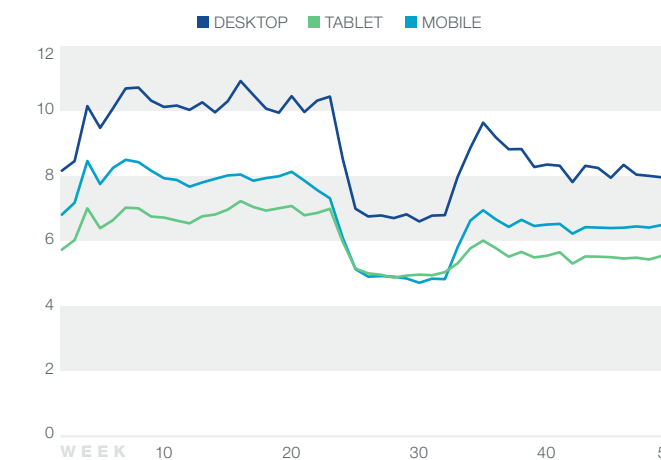
Sessions and Users

The average session duration for the Japanese is dominated by the desktop platform. They spend the most time consuming content on their desktop devices, with tablet and mobile interchanging at second place throughout the year. The Japanese are viewing more pages during these sessions on desktop, while again, mobile and tablet devices stay tied throughout the year with a slight lead in mobile.

Average Session Duration (Minutes)



Average Pageviews per Sessions



Biggest Spent Categories

Japanese advertisers spent the most on entertainment and news content. Technology and travel content were a close second across all platforms, and news content took the lead on tablet devices.

All Platforms

- 1. Entertainment
- 2. News
- 3. Tech
- 4. Travel
- 5. Health

Desktop



- 1. Entertainment
- 2. News
- 3. Tech
- 4. Travel
- 5. Health

Mobile



- 1. Entertainment
- 2. News
- 3. Education
- 4. Lifestyle
- 5. Health

Tablet



- 1. News
- 2. Entertainment
- 3. Travel
- 4. Education
- 5. Business

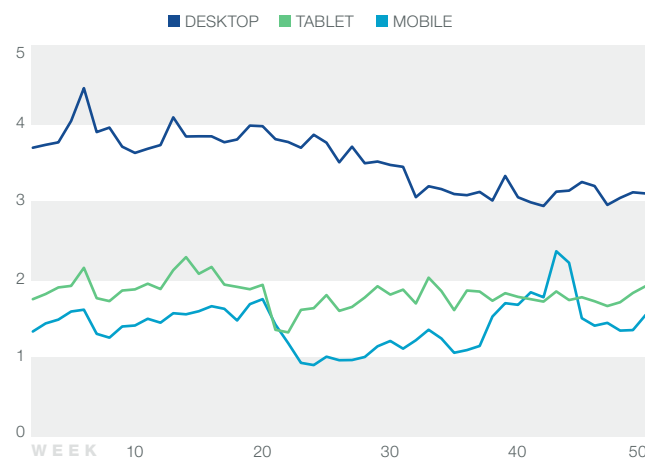
Malaysia



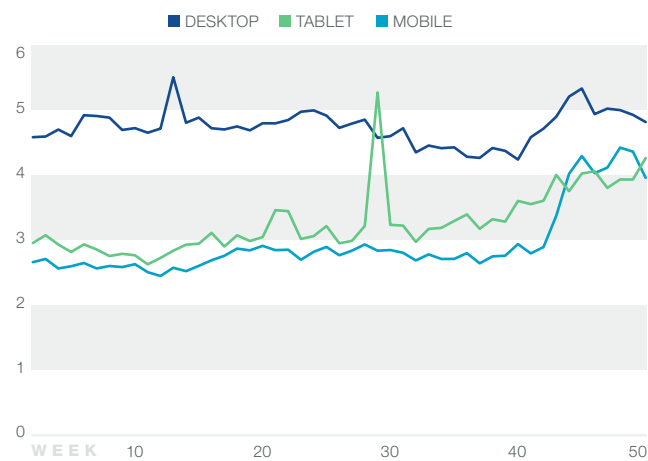
Sessions and Users

When we look at average session duration, we find that desktop stats are prominently in the lead throughout the year, while mobile and tablet devices stay close in duration throughout the year. We see a sharp spike in tablet pageviews per session at the beginning of Q3, where it rises above desktop for a short period of time.

Average Session Duration (Minutes)

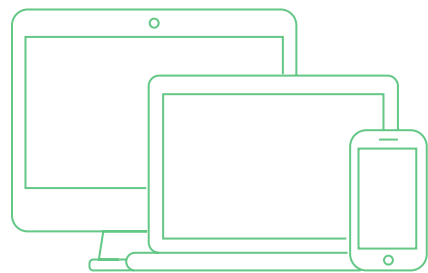


Average Pageviews per Sessions



Biggest Spent Categories

Advertisers in Malaysia spent the most money promoting finance and travel content. Other areas of interest included entertainment and technology, with travel and new content also surfacing on some devices.



All Platforms

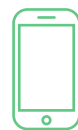
1. Finance
2. Entertainment
3. News
4. Travel
5. Health

Desktop



1. Finance
2. Entertainment
3. News
4. Travel
5. Health

Mobile



1. Finance
2. Travel
3. Entertainment
4. Business
5. Tech

Tablet



1. Travel
2. Tech
3. Business
4. Entertainment
5. Health

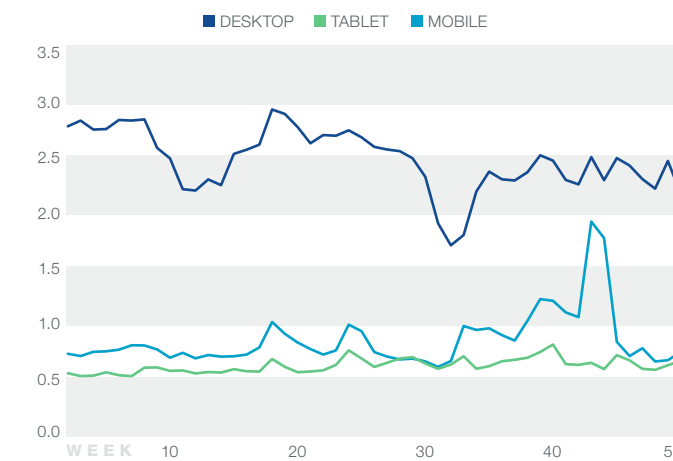
Philippines



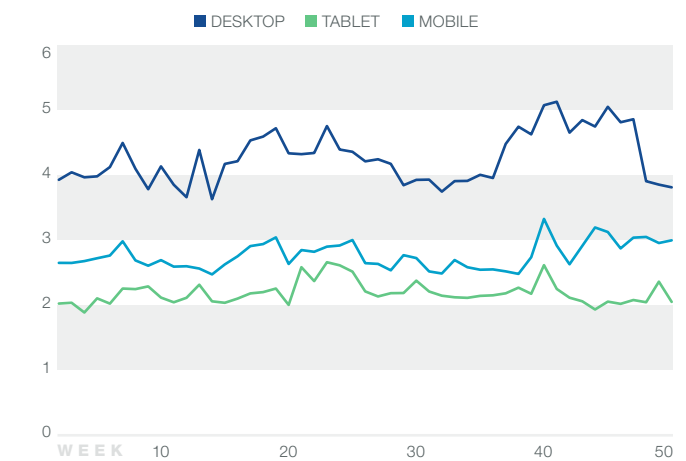
Sessions and Users

Desktop is the dominant platform for both average session duration and the average pageviews per session. Desktop and tablet platforms were closer here, but mobile still dominates tablet users when it come to both time spent with content and amount of content consumed.

Average Session Duration (Minutes)



Average Pageviews per Sessions



Biggest Spent Categories

Advertisers in the Philippines spent the most money promoting entertainment and health content. News and technology content were close behind, but the majority of advertising spend came from the former.

All Platforms

- | | | |
|------------------|-----------|-----------|
| 1. Entertainment | 3. Health | 5. Travel |
| 2. News | 4. Tech | |

Desktop



1. Entertainment
2. News
3. Health
4. Tech
5. Travel

Tablet

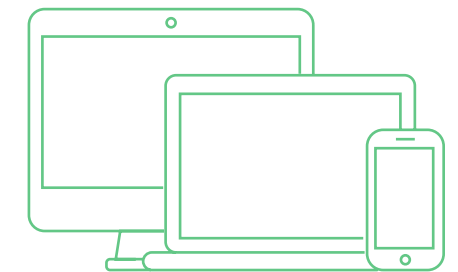


1. Health
2. Entertainment
3. Tech
4. Travel
5. Environment

Mobile



1. Health
2. Entertainment
3. Tech
4. Lifestyle
5. Travel



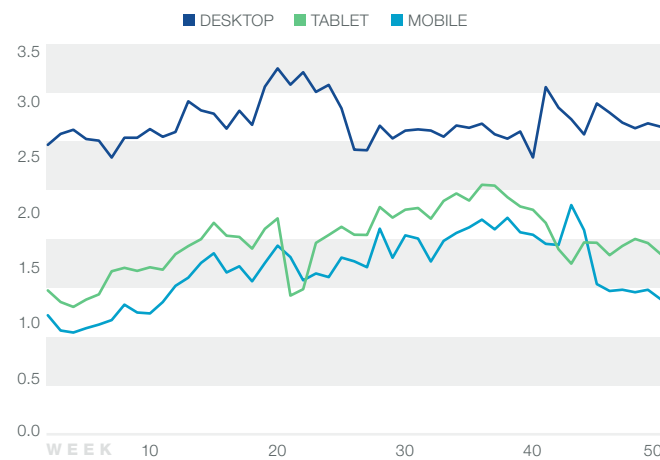
Thailand



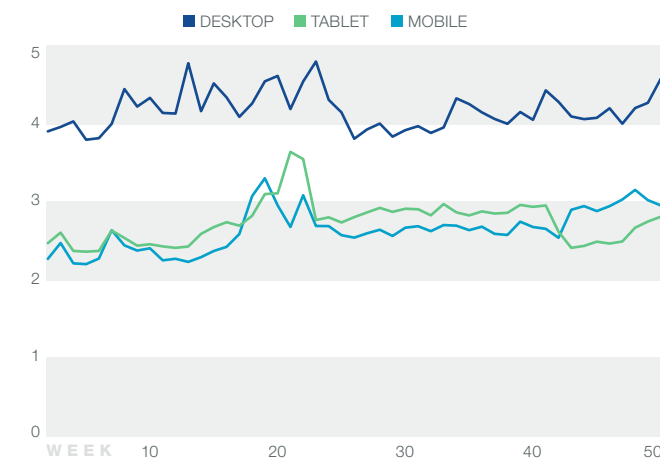
Sessions and Users

Users spent the longest average session duration, and viewed the largest amount of average pageviews per session, on desktop devices. Here, mobile and tablet devices were close behind, with tablet just in the lead.

Average Session Duration (Minutes)

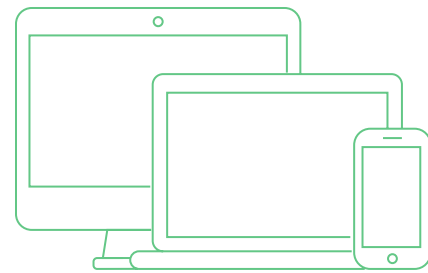


Average Pageviews per Sessions



Biggest Spent Categories

Advertisers in Thailand spent the majority of their budgets on health content, with automobile and beauty falling closely behind. Automobile content was the most advertised on mobile and desktop devices.



All Platforms

1. Health
2. Autos
3. Beauty
4. Home
5. Finance

Desktop



1. Autos
2. Health
3. Beauty
4. Education
5. Home

Mobile



1. Autos
2. Beauty
3. Health
4. Home
5. Finance

Tablet



1. Health
2. Autos
3. Beauty
4. Home
5. Finance



Taboola is the world's leading content discovery platform, serving 360B recommendations to over 1B unique visitors each month on the web's most innovative publisher sites. To find out how we can support your video marketing strategy, [contact us](#) or [start your campaign now](#).

