

A Global Exporter of Creativity

Advertising exports reached £15bn in 2023 after another year of double-digit growth. The UK exports advertising and marketing services around the globe including key markets across Europe, Asia and North America.

Advertising exports are worth eight times the value of UK TV exports and four times that of UK music exports. We are the second-largest exporter of advertising services in the world. This success has been boosted by our work with Government on DBT-backed trade missions and we look forward to continuing this in the future to achieve more growth.



Creativity flourishes across the UK: Aldi's iconic 2023 Christmas ad was filmed in Macclesfield.

Advertising is an industry like no other

It is an industry that straddles professional services and the creative industries. It is growing year-on-year, receives no government subsidies, generates a large amount of tax revenue for Treasury and brings revenue that helps to fund jobs in fellow creative industries.

The statistics speak for themselves: our industry has been working hard to develop a long-term pipeline of regional talent to create the first-class creative outputs we see on the world stage. It also has a world-class self-regulatory system which ensures ads are legal, decent, honest, and truthful. These facets can be harnessed by policymakers seeking to create a more innovative, inclusive and prosperous nation.

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