

Prague, 11 January, 2019

Dear Madam/Dear Sir,

we are addressing you as a major player in the online market with a **request for cooperation**. [SPIR](#) annually publishes data on the size of the full performance of Internet advertising in the Czech Republic. The resulting estimates published by SPIR as an independent institution are accepted across the market and serve many institutions and companies as a tool for further strategic planning of online advertising.

We kindly ask you to fill in the results for your business. These will be processed by the independent research agency [MEDIAN](#). The Agency is bound by confidentiality and must not disclose any specific data obtained from individual companies, even the SPIR Executive Office. The results will be presented aggregated across the market.


The final report on the size of the investment generated by Internet advertising will be published in the form of press releases and infographics at <http://www.inzertnivykony.cz/en> SPIR will work together with the results with the [IAB Europe](#) Digital Advertising Association, which, on the basis of similar surveys in other countries, is preparing a Europe-wide comparison of spending on internet advertising; [AdEx Benchmark](#).

MEDIAN will launch a survey on Monday, January 14, when a link to secure access to the online questionnaire will be sent to you.

We believe that you will be involved in the cooperation as **this project serves to develop the entire Czech internet advertising market.**

In case of any questions, please contact SPIR Research Coordinator Peter Kokavec; e-mail: peter.kokavec@spir.cz, tel.: 775 200 949.

Best regards



Kateřina Hrubešová
Executive Director of SPIR