Advertising Dollars Are Flowing To The Net

U.S. Advertising Revenue by Media Type (In Billions)

View from the Observation Deck

1. Today’s blog post is a powerful example of how the Internet is playing a larger role in our day-to-day lives. Internet advertising surpassed broadcast television for the first time in 2013.

2. The $42.8 billion spent on digital ads in 2013 was 17% higher than the amount spent in 2012, and 83% above what was spent in 2008, according to PricewaterhouseCoopers.

3. Spending on mobile ads accounted for $7.1 billion of the $42.8 billion. Mobile ad spending has grown by triple-digits in each of the past three years, according to the IAB.

4. While broadcast and cable television ad spending still dominates the other mediums at a combined $74.5 billion, we believe integration will likely be key moving forward.

5. Nielsen estimates that multi-screen campaigns (such as TVs, computers, tablets and smartphones) will make up 50% of ad budgets over the next three years, up from the current 20%, according to CNBC.

Sources: IAB/PricewaterhouseCoopers Global Entertainment and Media Outlook, and Internet Ad Revenue Report. Magazine data is for consumer magazines.

This chart is for illustrative purposes only and not indicative of any actual investment. There can be no assurance that any of the projections cited will occur.