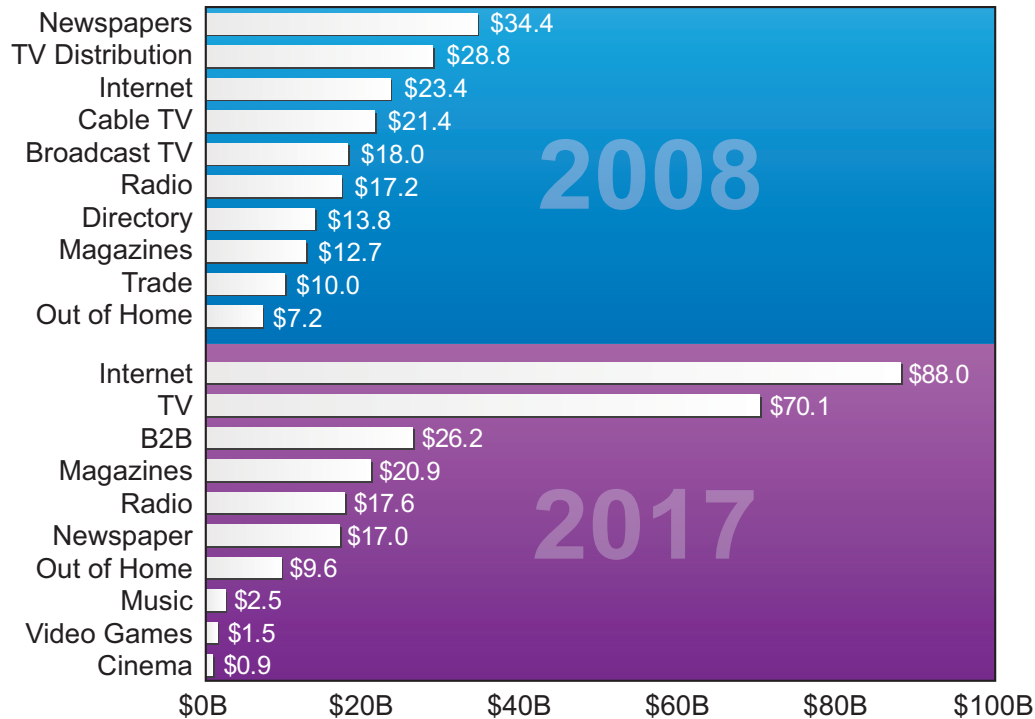


Internet Advertising Revenue Surged In 2017

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



Source: Interactive Advertising Bureau (IAB) internet advertising revenue report. An industry survey conducted by PwC and sponsored by the IAB.

View from the Observation Deck

1. Today's blog post is another example of how the internet is transforming the way commerce is being conducted in the U.S. and abroad.
2. Internet advertising revenue in the U.S. rose 21.4% year-over-year to \$88.0 billion in 2017, significantly outpacing the more traditional print and broadcast mediums, according to the IAB and PwC report.
3. Since 2008, spending on internet advertising has risen from \$23.4 billion to \$88.0 billion, or an increase of 276.1%.
4. In 2017, spending on mobile advertising accounted for \$49.9 billion of the \$88.0 billion, according to the report. For comparative purposes, mobile advertising hit the radar screen in 2010, accounting for just \$600 million of the \$26.0 billion in total advertising revenue.
5. On a global basis (not shown in chart), eMarketer data indicates that digital advertising increased 20.9% year-over-year to \$232.3 billion in 2017, according to MarketWatch. It estimates that that figure will climb to \$427.3 billion by 2022.

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.

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