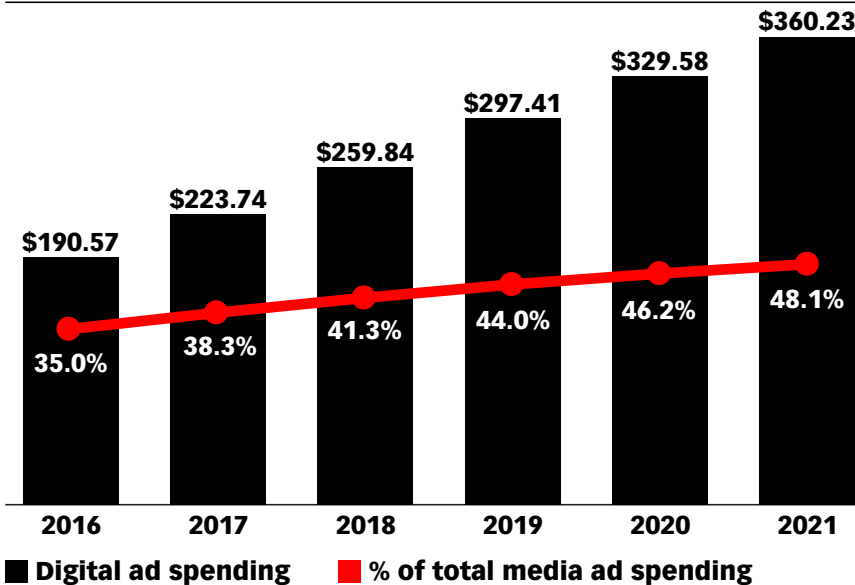


# Digital Ad Spending Worldwide, 2016-2021

billions and % of total media ad spending



*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising*

Source: eMarketer, March 2017