

US Digital and Total Ad Spending, by Format, 2014-2020

billions

	2014	2015	2016	2017	2018	2019	2020
Desktop	\$37.09	\$38.71	\$35.96	\$38.22	\$38.20	\$37.84	\$37.47
—Search	\$18.94	\$20.49	\$17.78	\$18.54	\$18.91	\$18.81	\$18.53
—Banner	\$10.15	\$9.69	\$8.72	\$9.08	\$8.62	\$8.37	\$8.20
—Video	\$3.34	\$4.17	\$4.94	\$5.62	\$5.96	\$6.13	\$6.26
—Other*	\$4.67	\$4.37	\$4.52	\$4.99	\$4.72	\$4.53	\$4.48
Mobile	\$12.36	\$20.84	\$36.68	\$50.05	\$67.77	\$86.01	\$104.31
—Search	\$5.93	\$9.17	\$16.79	\$22.06	\$28.02	\$33.63	\$39.34
—Banner	-	\$9.38	\$13.57	\$18.42	\$25.79	\$32.24	\$38.69
—Video	-	\$1.67	\$3.99	\$6.28	\$10.05	\$15.58	\$21.03
—Other*	\$0.37	\$0.63	\$2.33	\$3.28	\$3.90	\$4.57	\$5.25
Total digital ad spending	\$49.45	\$59.55	\$72.64	\$88.27	\$105.97	\$123.85	\$141.78
Total media ad spending	\$187.28	\$191.24	\$203.24	\$206.25	\$221.72	\$227.26	\$235.67
—Digital % of total	26.4%	31.1%	35.7%	42.8%	47.8%	54.5%	60.2%

Note: estimates are based on information from Interactive Advertising Bureau (IAB) and Magna Global; *includes digital audio, rich media and sponsorships

Source: J.P. Morgan, "J.P. Morgan Handbook: Internet," Dec 13, 2018