**2018 On Course for Record Digital Ad Spend**

Digital advertising revenue hit $26.2 billion in 2018's third quarter, up 22% from the same period in 2017, states a report by the Interactive Advertising Bureau and conducted by PwC. The study suggests that 2018 will be a record year for digital ad spend, due partly to "significant growth in the OTT marketplace and in the direct-to-consumer brand ecosystem," says the IAB's Sue Hogan.

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[***https://www.mediapost.com/publications/article/331963/digital-ad-revenue-tops-26b-in-q3-2018.html***](https://www.mediapost.com/publications/article/331963/digital-ad-revenue-tops-26b-in-q3-2018.html)

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