**Ad Spend Will Grow 3.6% in 2018, Digital Will Overtake TV**

Global advertising investment is expected to rise 3.6% this year, an increase from 3.1% in 2017, powered by digital growth that will reach $220.3 billion, with mobile taking a $121.1 billion share, per Dentsu Aegis Network. Digital ad spend will surpass TV, at 38.3% of the total share compared with 35.5%, respectively, and social media will account for 23.5% of digital ad investment.

***The Drum (Scotland) 1/15/18***

[www.thedrum.com/news/2018/01/15/dentsus-2018-ad-spend-forecasts-show-market-transformation-not-recession](http://www.thedrum.com/news/2018/01/15/dentsus-2018-ad-spend-forecasts-show-market-transformation-not-recession)

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