**Report: Advertising Poised For Healthy 2022 Growth**

Cowen International predicts US advertising will witness its highest growth -- 7% -- in 10 years during 2022, while digital ads will increase 17% in the US to reach $221 billion. Based on its ad buyer survey, Cowen expects Amazon, TikTok and YouTube to see the biggest gains in advertising and forecasts that 33% of performance budgets will shift to other platforms as a result of iOS privacy changes.

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[***https://www.mediapost.com/publications/article/370416/ad-buyers-bullish-on-youtube-amazon-tiktok.html***](https://www.mediapost.com/publications/article/370416/ad-buyers-bullish-on-youtube-amazon-tiktok.html)