**A Look at Facebook, Google Digital Ad Domination**

Facebook and Google jointly accounted for 90% of domestic advertising growth in the first quarter, leaving some experts asking if it's fair for the industry and consumers. John Chachas said that the pair's domination has hampered the market and that online media "may not be the nirvana that everybody thought."

***Bloomberg 11/28/16***

<https://www.bloomberg.com/news/articles/2016-11-28/google-facebook-leave-rivals-struggling-for-digital-nirvana>

image source:

<http://www.granite.ie/contentfiles/images/Images/digital-marketing_01.png>