**Digital Ad Spend on Track to Hit $100B**

The Interactive Advertising Bureau reports that investment in digital ads spiked 23% in the first six months of this year to hit $49.5 billion, putting it on a trajectory to reach $100 billion for the first time by the end of 2018. Mobile took the largest digital ad spend share at 63%, according to the IAB's Internet Advertising Revenue Report.

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<https://techcrunch.com/2018/11/13/iab-2018-report/>

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<http://blog.orbitinformatics.com/wp-content/uploads/2015/09/digital-advertising.jpg>