**IAB: Q3 Digital Ad Spend Reached $17.6B**

Digital-advertising spend hit $17.6 billion in the third quarter, a year-over-year rise of 20%, the Interactive Advertising Bureau reports. Investment in the market has exceeded $50 billion in the first three quarters of this year, and it looks likely to surpass 2015's total of $59.6 billion by year's end.

***Adweek 12/28/16***

<http://www.adweek.com/news/technology/digital-advertising-grew-double-digits-again-hit-176-billion-q3-175244>

Image source:

<http://img01.thedrum.com/s3fs-public/drum_basic_article/119727/main_images/shutterstock_145182790.jpg>