**Digital Advertising Projected To Reach $520B By 2023**

Digital advertising spending worldwide is expected to reach $520 billion by 2023, Juniper Research forecasts. The report cites artificial intelligence-based programmatic buying for targeted ads to drive the growth, and Amazon is likely to have an 8% share of the digital advertising market because of its consumer data.

***MediaPost Communications 6/24/19***

<https://www.mediapost.com/publications/article/337402/juniper-digital-advertising-to-hit-520b-by-2023.html>

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<https://marketingland.com/wp-content/ml-loads/2016/03/digital-ads_ss_1920-800x450.png>