**Digital Advertising Tops TV in the U.S. for the First Time**

Digital advertising sales pulled in $70 billion compared with $67 billion for national and local TV, according to [IPG Mediabrands](http://adage.com/lookbook/listing/ipg-mediabrands/7172)' Magna. Digital ad sales are projected to increase 14% to $80 billion, led by social and video, while offline media sales will decline by 3% this year to $103 billion, [Magna](http://adage.com/lookbook/listing/magna/7231) predicts.

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<http://adage.com/article/advertising/magna-u-s-digital-ad-sales-top-tv-time-2016/308468/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1491433611&utm_visit=113450>

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<http://wrightimc.com/wp-content/uploads/2015/01/482569031.jpg>