**Digital Advertising Will Outgrow TV in 2017**

Digital advertising is predicted to outpace television for the first time in 2017, rising from $59.6 billion last year to $93.5 billion by 2020, compared to TV's estimated increase from $69.9 billion in 2015 to $81.7 billion in 2020, per PricewaterhouseCoopers. Mobile will see the biggest growth, accounting for 49.4% of online ad revenue by the end of the decade.

***USA Today 6/8/16***

<http://www.usatoday.com/story/tech/news/2016/06/08/online-ad-spending-top-tv-ads-2017/85594160/>