**Half of Global Ad Spending Will Be Digital in 2019**

In 2019, worldwide digital ad spending will rise by 17.6% to $333.25 billion. That means that, for the first time, digital will account for roughly half of the global ad market. In some countries, including the UK, China, Norway and Canada, digital has already become the dominant ad medium.

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<https://www.emarketer.com/content/global-digital-ad-spending-2019?ecid=NL1009>

Image credit:

<http://www.ixxus.com/wp-content/uploads/2016/12/Online-ad-revenue_281216.jpg>