**Report: Global Internet Ad Spend to Reach $205B this Year**

Global internet ad spend is predicted to increase 13% this year to reach $205 billion, per Zenith Media. Social media is predicted to be the fastest growing form of internet ad spend, increasing 20% to reach $55 billion.

***The Drum (Glasgow, Scotland) 3/27/17***

[***http://www.thedrum.com/news/2017/03/27/internet-ad-spend-surpass-tv-the-first-time-2017-despite-brand-safety-crisis-report***](http://www.thedrum.com/news/2017/03/27/internet-ad-spend-surpass-tv-the-first-time-2017-despite-brand-safety-crisis-report)

***Image source:***

[***http://www.mediamatique.net/wp-content/uploads/2013/09/Facebook-Advertising-and-Google-Adwords-in-Sri-Lanka.jpg***](http://www.mediamatique.net/wp-content/uploads/2013/09/Facebook-Advertising-and-Google-Adwords-in-Sri-Lanka.jpg)