**Report: Mobile Ad Investment Will Beat TV in 2019**

Worldwide mobile advertising spend reached $138 billion last year and is expected to hit $153.2 billion in 2019, which will surpass TV ad spend, per Warc's Global Ad Trends report. The study states that a programmatic "boom" and the advent of 5G are driving mobile ad growth.

***The Drum 1/24/19***

[***https://www.thedrum.com/news/2019/01/24/global-mobile-ad-spend-set-tip-tv-2019-thanks-programmatic-boom-and-5g-boost***](https://www.thedrum.com/news/2019/01/24/global-mobile-ad-spend-set-tip-tv-2019-thanks-programmatic-boom-and-5g-boost)

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[***https://www.mobindustry.net/wp-content/uploads/MobileAds-1.jpg***](https://www.mobindustry.net/wp-content/uploads/MobileAds-1.jpg)