**Mobile Ad Spending to Surpass All Traditional Media Combined by 2020**

"Even the strongholds of TV, such as live sports and news, are starting to move online, and people are consuming them on the go through mobile devices," said Martín Utreras, vice president of forecasting at eMarketer. "Audiences continue to abandon traditional media, and ad dollars follow."

***eMarketer 10.16.18***

<https://www.emarketer.com/content/mobile-ad-spending-to-surpass-all-traditional-media-combined-by-2020?ecid=NL1001>

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