**Mobile Moves to Digital Ad Domination**

Any day now, we will cross another technological tipping point, as the majority of digital advertising purchases moves to mobile devices from desktops and laptops. The shift could happen before the end of this year or early in 2016, according to a variety of industry prognosticators. The reason is simple: Mobile is where the eyeballs are.

***Reflections Of A Newsosaur 6.11.15***

<http://newsosaur.blogspot.com/2015/06/mobile-moves-to-digital-ad-domination.html>