**Online ad Spend to Surpass TV in 2017**

Online ads will overtake TV next year, bringing in $202 billion globally compared to television's $186 billion, IPG Mediabrands' Magna reports. Advertising sales are expected to jump this year to $493 billion across the globe, an increase of 5.7%.

***Advertising Age 12/5/16***

<http://adage.com/article/agency-news/magna-digital-ad-sales-top-tv-2017/306997/>

image source:

<https://www.salessecret.com/wp-content/uploads/2012/03/digital-advertising.png>