**Forecast: Online will pass TV by 2017**

That’s according to Michael Nathanson, a media analyst at Moffett Nathanson Research, who predicts online advertising will increase at an annual rate of 12 percent over the next five years, while TV spending will decrease by an average of 3 percent per year during that time.

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<http://www.medialifemagazine.com/forecast-online-will-pass-tv-by-2017/>