**US Ad Spend to Hit $185B in 2017 as Digital Grows**

US ad revenue will hit a record $185 billion in 2017, representing 3.6% growth, Magna estimates. Digital ad spend rose 17% in the first six months of this year, with Facebook and Google taking around 70% of the profit, but TV ad investment is falling in four categories: finance, movie releases, automotive and food.

***Advertising Age 9/20/17***

<http://adage.com/article/agency-news/strong-digital-sales-drive-ad-market-growth-year/310529/>

Image source:

<http://techstory.in/wp-content/uploads/2016/04/CdrIarHWwAMctbP.jpg>