**Ad Forecast: Mobile Poised to Overtake Desktop**

It could be as soon as next year, according to a new ad forecast from London agency ZenithOptimedia, which projects that worldwide mobile dollars will hit $99.3 billion in 2017. That’s more than the $97.4 billion predicted for desktop. The agency says mobile is growing at a blistering pace, up 95 percent last year and on pace for 46 percent growth this year.

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