**Ad Spenders Ditching Digital for TV, Radio**

Some of the world's biggest advertising spenders are fed up with the digital supply chain and are yanking digital dollars from ad campaigns to put them towards TV. Sound backwards? Not if you ask marketing execs who say they're fed up with losing millions of dollars a year to ad tech vendors, digital ad fraud and transparency problems.

***Axios 7.18.17***

<https://www.axios.com/technology/>

Image credit:

<https://venturebeat.com/wp-content/uploads/2015/08/TV-advertising.jpg?fit=930%2C674&strip=all>