**Digital Ad Business to Soar 18.5% in 2017**

Total US advertising revenue is expected to increase 3.4% this year to $197.3 billion, according to MoffettNathanson Research. The study projects that digital advertising -- mobile, search, social, display and video -- will spike 18.5% to $85.9 billion.

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<https://www.mediapost.com/publications/article/302539/while-tv-ads-dip-internet-ad-rates-soar.html>

image source:

<http://blog.orbitinformatics.com/wp-content/uploads/2015/09/digital-advertising.jpg>