**Ad Spend on Google, Facebook to Surpass TV**

Warc is predicting brands will spend $231.9 billion on Facebook and Google this year, surpassing global TV allocation for the first time, which is expected to reach $192.6 billion. The research firm is also predicting traditional media growth for the first time since 2011 with a 1.5% increase, but noted figures may be downgraded later in the year as social platforms face regulatory issues and all media may be affected by the coronavirus outbreak.

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<https://www.techradar.com/news/google-and-facebook-ad-revenue-to-top-tv-spend-for-first-time>