**50%+ Of Global Ad Spending Will Hit Internet By 2021**

Marketers are expected to direct 52% of their global ad spend toward the internet by 2021, up from 44% in 2018, says a Zenith report. While this is a new milestone, online ad spending is predicted to slow from 17% growth last year to 9% by 2021, and online video and social media are projected to be the winning categories, with double-digit growth due to upcoming 5G mobile technology.

***The Drum (free registration) 7/8/19***

[***https://www.thedrum.com/news/2019/07/08/internet-ad-spend-exceed-50-all-global-expenditure-2021***](https://www.thedrum.com/news/2019/07/08/internet-ad-spend-exceed-50-all-global-expenditure-2021)

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