**Digital Ads for Kids to Hit $1.2B by 2019**

Digital advertising spend aimed at children -- who are increasingly using tablets to consume content -- will rise to $1.2 billion by 2019 and account for 28% of overall advertising targeting children, according to PwC. The report predicts that 10% to 20% of all digital ads aimed at children will be purchased programmatically by 2019.

***VentureBeat 9/8/17***

<https://venturebeat.com/2017/09/08/kids-digital-ad-market-expected-to-hit-1-2-billion-by-2019/>

Image source:

<https://metrouk2.files.wordpress.com/2016/09/ad_217853346.jpg?quality=80&strip=all&strip=all>