**Digital Ads to Capture Majority of Global Ad Spend**

Global advertising expenditures will decrease 9.1% this year to $572 billion with digital advertising accounting for 51%, just a 2% drop from last year, according to the latest Zenith report. Radio and TV are expected to decrease 12% and 11%, respectively this year, while out-of-home is likely to drop 25% this year and increase 16% next year without reaching its 2019 peak until 2022.

***MediaPost Communications 7.27.20***

[***https://www.mediapost.com/publications/article/354047/zenith-global-ad-spend-projected-to-drop-91-thi.html***](https://www.mediapost.com/publications/article/354047/zenith-global-ad-spend-projected-to-drop-91-thi.html)

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[***https://marketingland.com/wp-content/ml-loads/2014/08/display-ads-ss-1920.jpg***](https://marketingland.com/wp-content/ml-loads/2014/08/display-ads-ss-1920.jpg)