**Digital Advertising Will Surpass TV Next Year**

Just this week another forecaster, eMarketer, predicted that digital ad spending will pass TV to become the No. 1 medium next year, joining similar forecasts from Magna Global and ZenithOptimedia. Does online advertising actually work? Or better does it work so well that it deserves to siphon off great chunks of ad dollars from traditional media in all its forms?

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<http://www.medialifemagazine.com/as-digital-advertising-grows-so-do-questions/>