**Digital to Take Majority Share of US Ad Revenue**

Digital ad revenue in the US will hit $106 billion this year, accounting for 51.5% of total ad spend, Magna reports. Additionally, mobile digital ad spend will make up nearly two-thirds of all digital ad investment and has surpassed TV spend.

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[***https://marketingland.com/report-digital-now-makes-up-51-of-us-ad-spending-248617***](https://marketingland.com/report-digital-now-makes-up-51-of-us-ad-spending-248617)

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