**Global Ad Sales To Top $1T By 2024; Audio, TV To See Gains**

Global ad spending "has now turned a corner" and is poised to top $1 trillion dollars for the first time in 2024, following 4.4% and 8.2% respective increases for this year and next, according to the World Advertising Research Center. Social media is set to be the fastest-growing medium with spending around $227.2 billion, while connected television and audio are also set to gain ground.

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[*https://mobilemarketingmagazine.com/global-ad-spend-to-pass-1-trillion-in-2024-report*](https://mobilemarketingmagazine.com/global-ad-spend-to-pass-1-trillion-in-2024-report)

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[*https://www.bandt.com.au/information/uploads/2018/02/TV-adcommercial.png*](https://www.bandt.com.au/information/uploads/2018/02/TV-adcommercial.png)