**Mobile Will Help Drive Digital Ad Spend in 2015**

The media and entertainment industries are likely to spend $6.19 billion on digital advertising this year in the U.S., with just over half that amount dedicated to mobile, according to eMarketer. Across all industries, digital ad spend is projected to top $58 billion with retail leading the way, especially in mobile.

***eMarketer 5/27/15***

<http://www.emarketer.com/Article/US-Media-Entertainment-Digital-Ad-Spend-Pass-6-Billion-2015/1012528>