**Online Video Ad Spend Will Continue to Grow**

Spending on online video advertising is expected to jump from $37 billion in 2018 to $45 million in 2019 and is projected to surpass $61 billion by 2021, according to Zenith Research Group. Time spent watching online video is also expected to increase from 69 minutes daily in 2018 to 84 minutes this year and is projected to continue growing 20% during the next two years.

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<https://adexchanger.com/online-advertising/zenith-forecasts-45b-in-video-ads-this-year-but-tv-is-still-king/>

Image credit:

<https://www.bing.com/images/search?view=detailV2&id=F2BDE2EC9006138F5E7B5FC184544455D257A53D&thid=OIP.XyxKIJVam24-jkUoz-VOjgHaE7&mediaurl=http%3A%2F%2Fwww.thestar.com.my%2F~%2Fmedia%2Fonline%2F2015%2F09%2F04%2F04%2F08%2Ftablettvafp.ashx%2F%3Fw%3D620%26h%3D413%26crop%3D1%26hash%3DC6CC12D76554E356DAA761C97C6C1C6DF4500C4B&exph=413&expw=620&q=person+watching+online+video&selectedindex=0&ajaxhist=0&vt=0&eim=1,2,6>