**This Summer, More Digital Backlash**

Advertisers are moving their money back to cable and broadcast. Digital ad spending is still growing. But it’s no longer booming, or at least it’s not this summer. During July, digital ad spending was up 12 percent. That’s at half the average rate from the previous three years. Search was actually down 2 percent, the first drop since SMI began tracking it.

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<http://www.medialifemagazine.com/summer-digital-backlash-continues/>