**Total Media Ad Spending Worldwide Will Rise 7.4% to $628.63 Billion in 2018**

Digital media will account for 43.5% of investments, thanks to rising global ecommerce spending and shifting viewership from traditional TV to digital channels. By 2020, digital’s share of total advertising will near 50%.

***eMarketer 5.7.18***

<https://www.emarketer.com/content/emarketer-total-media-ad-spending-worldwide-will-rise-7-4-in-2018?ecid=NL1001>

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<https://financialtribune.com/sites/default/files/field/image/17january/ad_spend_688-ab.jpg>