**U.S. Advertising Hits $208B; Digital Up 17%**

U.S. advertising revenue has hit a record high of $208 billion this year, up 7.5%, and political ads for the midterm elections accounted for $4 billion of spend, while digital made up 50% of sales and experienced 17% growth, according to MAGNA. Global advertising sales increased 7.2% to reach $552 billion, driven by US political ad spend and events like the soccer FIFA World Cup and South Korea Winter Olympics.

***The Hollywood Reporter 12/2/18***

[***https://www.hollywoodreporter.com/news/midterm-elections-digital-growth-has-advertising-surging-1165676***](https://www.hollywoodreporter.com/news/midterm-elections-digital-growth-has-advertising-surging-1165676)

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