**Worldwide Online Ad Spend to Reach $590B this Year**

Global digital advertising spend rose 7.1% last year to $532 billion, boosted by the presidential election and sporting events such as the Olympics, according to IHS Markit. The research company estimates that online ad revenue will increase 11.1% to hit $590 billion in 2017, with the biggest growth coming from Africa, the Middle East and Asia Pacific.

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[***http://www.mediapost.com/publications/article/292082/global-advertising-revenue-reached-532-billion-in.html***](http://www.mediapost.com/publications/article/292082/global-advertising-revenue-reached-532-billion-in.html)

***Image source:***

***I*** [***http://commexis.com/wp-content/uploads/2015/12/Digital-Advertising-Spend-2016\_910x387\_acf\_cropped.jpg***](http://commexis.com/wp-content/uploads/2015/12/Digital-Advertising-Spend-2016_910x387_acf_cropped.jpg)