

TV and Digital Ad Spending Worldwide, by Format, 2013-2019

billions and % change

	2013	2014	2015	2016	2017	2018	2019
Digital	\$103.12	\$125.97	\$151.63	\$178.58	\$202.11	\$224.45	\$247.08
—% change	19.2%	22.2%	20.4%	17.8%	13.2%	11.0%	10.1%
—Display	\$44.07	\$55.90	\$69.07	\$83.92	\$97.18	\$110.46	\$124.60
—% change	21.9%	26.9%	23.6%	21.5%	15.8%	13.7%	12.8%
—Online video	\$9.94	\$13.59	\$17.77	\$22.17	\$27.20	\$32.92	\$38.65
—% change	31.4%	36.7%	30.7%	24.7%	22.7%	21.0%	17.4%
—Mobile video	\$1.26	\$2.38	\$4.61	\$7.32	\$12.03	\$17.98	\$22.50
—% change	92.5%	88.4%	93.7%	58.9%	64.3%	49.4%	25.1%
TV	\$178.84	\$183.76	\$184.44	\$186.93	\$188.74	\$190.34	\$192.35
—% change	3.4%	2.7%	0.4%	1.4%	1.0%	0.8%	1.1%

Source: Zenith, "Online Video Forecasts 2017"; eMarketer calculations, July 17, 2017