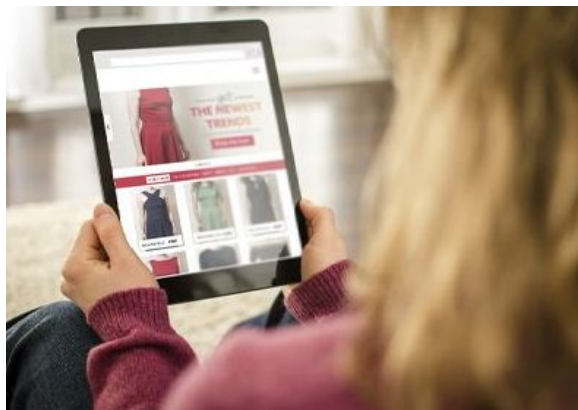


Digital Advertising - US - August 2019

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"Digital advertising is a \$125 billion industry and is estimated to account for more than half of total advertising spending following robust growth across all segments including banner, video and search."

- **Buddy Lo, Senior Technology Analyst**

This report looks at the following areas:

- Consumers routinely come across irrelevant ads
- Four in 10 use two or more methods to avoid digital ads
- Privacy and personal information are sensitive areas for consumers

Growth is expected to continue, albeit at a slightly slower rate than in years past, indicating that the digital ad market is reaching maturity. Digital media consumption continues to rise as new streaming services enter the market and consumers switch to internet-based media.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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