

Internet advertising

Key insights at a glance

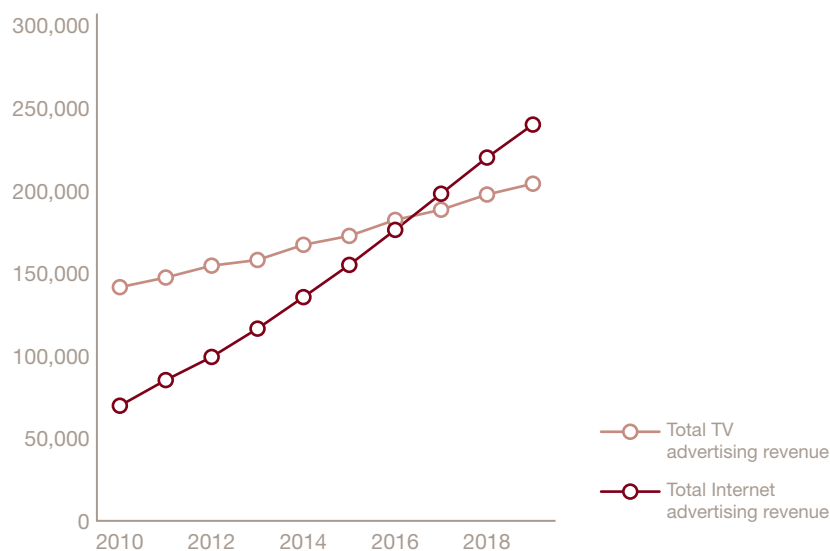


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Internet advertising will become the largest advertising segment. Global total Internet advertising revenue is forecast to grow from US\$135.42bn in 2014 to US\$239.87bn in 2019, a CAGR over the period of 12.1%. As the segment captures an ever-larger portion of advertising budgets, it will exceed TV to become the largest single advertising category by 2019.

Fig. 1: Internet advertising will overtake TV advertising revenue in 2017

Total Internet advertising revenue vs total TV advertising revenue (US\$m), 2010–2019



Note: This chart contains an element of double-counting; online TV advertising revenue forms a small part of both total TV advertising revenue and total Internet advertising revenue

Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

www.pwc.com/outlook

