

Internet advertising

Key insights at a glance

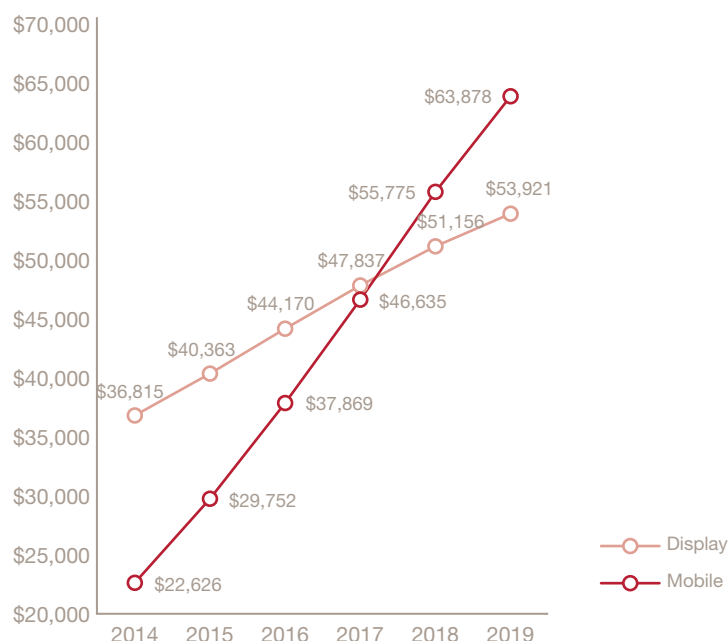


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Mobile's growth means it will exceed display in 2018. Display Internet advertising revenue was the second-largest component of Internet advertising revenue in 2014 and maintains a solid 7.9% CAGR to 2019. Yet mobile Internet advertising revenue's rapid growth of 23.1% CAGR means that it will overtake display by the end of the forecast period.

Fig. 2: Mobile overtakes display as growth in the latter slows

Global display and mobile Internet advertising revenue (US\$m), 2014–2019



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

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

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