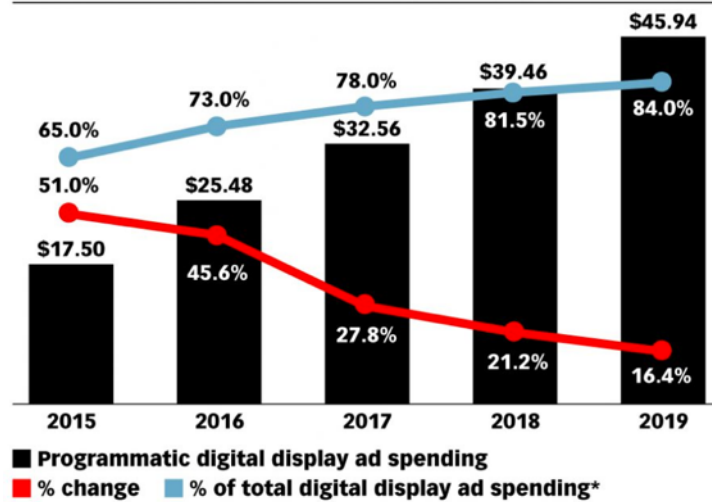


US Programmatic Digital Display Ad Spending, 2015-2019

billions, % change and % of total digital display ad spending*



Note: digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices; *includes banners, rich media, sponsorships, video and other

Source: eMarketer, April 2017