

Ad Spend Forecast Update 2018:

DOOH, Google and Facebook Drive Growth

group*m*

2017 3.1%

2018 4.3% to

558
bn
USD

M/GNA

2017 4.1%

2018 5.2% to

535
bn
USD

ZenithOptimedia
The ROI Agency

2017 4.1%

2018 4.1% to

578
bn
USD

DOOH
↑ 3%

30 billion
USD 2018

[Magna Global]

Global Ad Spend Growth 2018 4-5%



15%

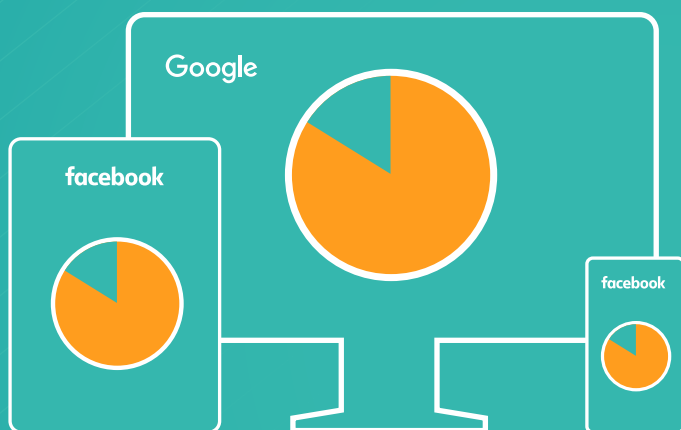
growth in 2018



18%

of total
OOH spend

*excluding cinema [Magna Global]



Google
facebook

84%

of all digital ad spend
in 2017

*excluding China [GroupM]

US, China,
Argentina, Japan,
India and UK drive
68% of growth in
2018

[Magna Global]

Top five
contributors to
ad spend growth
2017-2020 US,
China, Indonesia,
India and UK

[ZenithOptimedia]