Growth Drivers of the Digital Advertising Industry and the Challenges It Faces

Detailed Analysis

April 2017

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What's driving growth?

#1 You and your kids

Internet advertising vs. Broadcast TV advertising revenue

2016 Media & Entertainment Outlook

April 2017
What's driving growth?

#2 Mobile coming of age
Growth Driver #3
Video going mobile
Challenge #1
Trust and the advertising supply chain
Challenge #2

Programmatic Video and the rise of addressable TV
Challenge #3
Proliferation of channels and the cross platform play
Challenge #4
Ad blocking and the year of creativity
Challenge #5
Advertiser and publishers rethink Operations
Challenge #6
Talent and the new skills of advertising