



2017 ECONOMIC VALUE OF THE ADVERTISING-SUPPORTED INTERNET ECOSYSTEM

The “Economic Value of the Advertising-Supported Internet Ecosystem” determines the value of economic activity of the internet and its contributions to employment and GDP at the national, state, and district levels. Commissioned by IAB, previous versions of the report were released in 2012 and 2009.

KEY FINDINGS



10.4
MILLION JOBS CREATED

REPRESENTING 7.3% OF U.S. TOTAL NON-FARM EMPLOYMENT

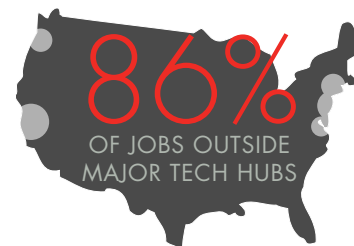
- The ad-supported internet ecosystem created 10.4 million jobs in 2016—a 104% increase since 2012. The annual growth rate of employment in the ecosystem is 19.6% from 2012 to 2016, far exceeding the U.S. total non-farm employment annual growth of 1.8% over the same four years.

GDP CONTRIBUTION DOUBLED



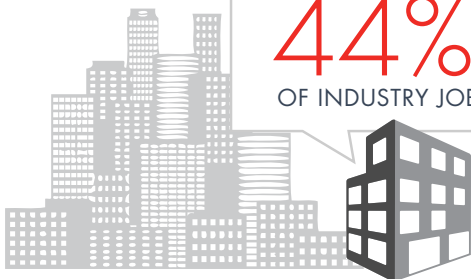
- The ad-supported internet ecosystem generated \$1.121 trillion for the U.S. economy—more than double its contribution in 2012. This accounts for 6% of the U.S. GDP, an increase from 3.7% four years prior.

- Every U.S. Congressional district is home to jobs created by the ad-supported internet ecosystem. In fact, 86% of the ecosystem’s direct jobs and value lie outside the usual centers of internet concentration.



MID-SIZED & SMALL FIRMS ACCOUNT FOR

44%
OF INDUSTRY JOBS



- Small businesses, medium-sized businesses, and self-employed individuals accounted for nearly half of all direct jobs tied to the digital advertising economy.

B2C INTERNET COMPANIES CREATED

734,000
NEW JOBS SINCE 2012



- B2C internet companies experienced the largest growth in jobs since the last study in 2012, creating a total of 734,000 new jobs directly tied to the industry. Many of these companies are members of IAB.



2017 ECONOMIC VALUE OF THE ADVERTISING-SUPPORTED INTERNET ECOSYSTEM

KEY FINDINGS

ECOSYSTEM CONTRIBUTION TO U.S. EMPLOYMENT

	2008 REPORT	2012 REPORT	2016 REPORT
DIRECT EMPLOYMENT DUE TO INTERNET	1,015,000	1,999,000	4,097,000
DERIVED (INDIRECT) EMPLOYMENT	2,035,000	3,101,000	6,286,000
TOTAL EMPLOYMENT	3,050,000	5,100,000	10,383,000

ECOSYSTEM CONTRIBUTION TO U.S. JOBS BY STATE

STATE	INTERNET EMPLOYMENT	GROWTH SINCE 2012 REPORT (100% IMPLIES DOUBLE)	STATE	INTERNET EMPLOYMENT	GROWTH SINCE 2012 REPORT (100% IMPLIES DOUBLE)
CALIFORNIA	478,157	117.0%	ALABAMA	36,033	103.7%
TEXAS	253,097	116.9%	CONNECTICUT	35,814	93.5%
NEW YORK	243,003	113.2%	SOUTH CAROLINA	35,248	118.2%
FLORIDA	181,349	110.0%	LOUISIANA	29,828	111.1%
ILLINOIS	132,516	106.6%	KANSAS	25,885	80.9%
PENNSYLVANIA	109,382	103.1%	OKLAHOMA	25,737	90.9%
WASHINGTON	108,079	119.7%	IOWA	24,344	103.8%
VIRGINIA	106,567	99.7%	NEVADA	22,134	102.1%
GEORGIA	104,613	111.1%	ARKANSAS	21,149	113.3%
OHIO	102,524	111.2%	NEBRASKA	18,310	102.0%
NEW JERSEY	95,131	99.0%	MISSISSIPPI	18,012	102.1%
MASSACHUSETTS	94,808	100.5%	NEW HAMPSHIRE	15,447	105.7%
NORTH CAROLINA	91,521	126.8%	IDAHO	14,159	110.4%
MICHIGAN	77,116	105.7%	NEW MEXICO	13,164	97.1%
COLORADO	67,895	104.6%	WEST VIRGINIA	11,792	107.1%
ARIZONA	67,382	138.6%	HAWAII	10,100	96.8%
MARYLAND	61,898	100.6%	MAINE	9,850	99.4%
MISSOURI	57,128	121.6%	RHODE ISLAND	9,542	111.2%
TENNESSEE	55,619	111.4%	MONTANA	8,813	98.0%
MINNESOTA	54,519	107.4%	DELAWARE	8,168	107.7%
INDIANA	50,550	107.5%	SOUTH DAKOTA	7,093	103.6%
WISCONSIN	45,246	107.5%	ALASKA	6,402	246.0%
KENTUCKY	39,008	109.0%	NORTH DAKOTA	6,067	113.3%
UTAH	38,083	110.3%	VERMONT	5,682	102.8%
OREGON	36,339	104.2%	WYOMING	4,306	108.7%