

5 things to know about... MOBILE

U.S.

MOBILE AD SPEND

\$33 BILLION to \$72 BILLION

2016

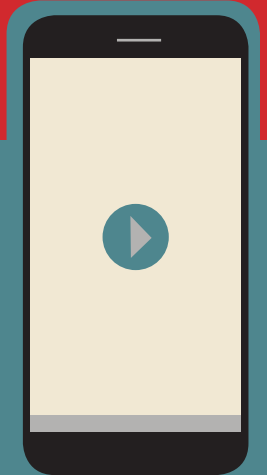
to

2021

mobile video
traffic

50%
growth

EVERY YEAR THROUGH 2022



92%

of consumers

SHARE

mobile videos with others



NATIVE (IN-APP) ADS

63%

OF MOBILE
DISPLAY
ADVERTISING
BY 2020

\$53.4 BILLION IN
ADVERTISING SPEND

\$22.7

BILLION:

21% of Q4'16
online spending

(\$109.3 Billion)