

# The Ad Platform: How Mobile Ad Spending Breaks Down

## AUDIO

### eMarketer Editors

eMarketer principal analyst Yory Wurmser joins host Nicole Perrin to discuss eMarketer's latest estimates of spending on mobile ads in the US. They break down our forecast to explain where the nearly \$100 billion in US mobile ad outlays this year actually goes.

#### US Digital Ad Spending on Select Channels, 2019-2023 billions

|                  | 2019    | 2020     | 2021     | 2022     | 2023     |
|------------------|---------|----------|----------|----------|----------|
| Mobile*          | \$99.21 | \$120.37 | \$138.43 | \$152.93 | \$166.67 |
| Desktop/laptop** | \$23.20 | \$22.03  | \$23.04  | \$22.34  | \$21.04  |
| Connected TV***  | \$6.94  | \$8.88   | \$10.81  | \$12.49  | \$14.12  |

Note: \*includes advertising that appears on mobile phones, tablets and mobile internet-connected devices; \*\*includes advertising that appears on desktop and laptop computers and other nonmobile internet-connected devices; \*\*\*includes advertising that appears on connected TV (CTV) devices

Source: eMarketer, Oct 2019

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*Moat is able to use data to help advertisers make better decisions.  
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