

# The Ad Platform: Catching Up on US Programmatic Digital Display Trends

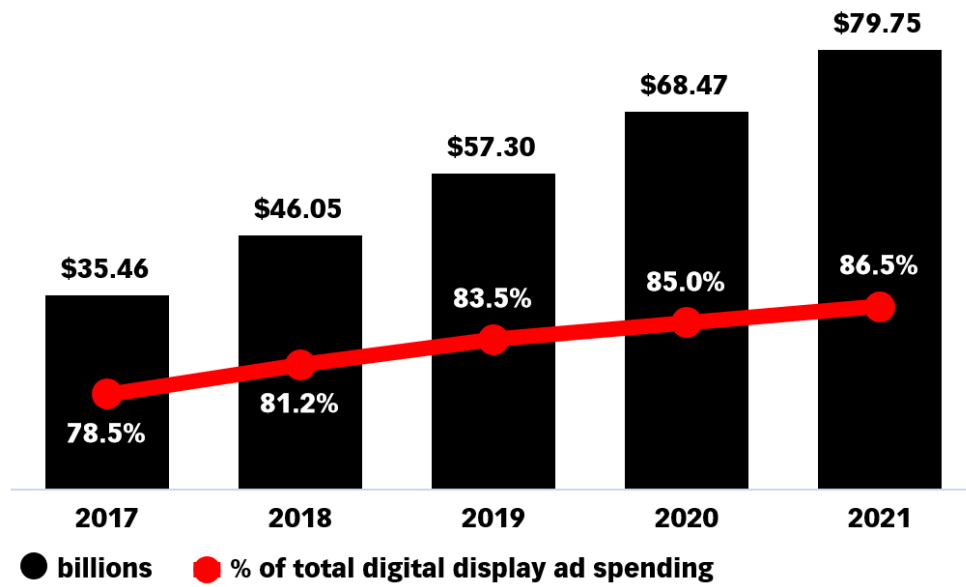
**AUDIO** |

**eMarketer Editors**

eMarketer principal analyst Nicole Perrin interviews fellow principal analyst Lauren Fisher about our latest estimates of US advertiser spending on programmatic digital display ads. Nicole talks to Lauren about the history of the forecast and what programmatic trends mean for advertisers and consumers alike.

## Programmatic Digital Display Ad Spending

US, 2017-2021



Source: eMarketer, October 2019

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