

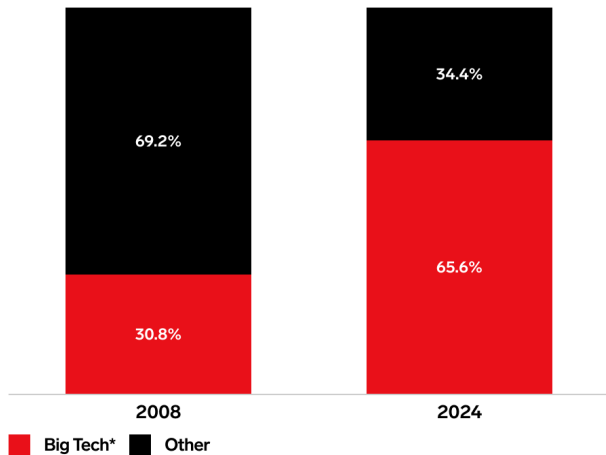
Big Tech has amassed tremendous influence over the digital ad market

Article

Big Tech is responsible for some of the most popular online destinations among consumers. Amazon, Apple, Meta, Microsoft, and Alphabet-owned Google will attract almost two-thirds of US digital ad dollars in 2024, according to our forecast.

Big Tech* Has More Than Doubled Its Share of the Digital Ad Market Since We Began Tracking It

Big Tech* % of US digital ad revenues, 2008 & 2024



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; *Amazon, Apple, Google, Meta, and Microsoft

Source: Insider Intelligence | eMarketer Forecast, Oct 2023

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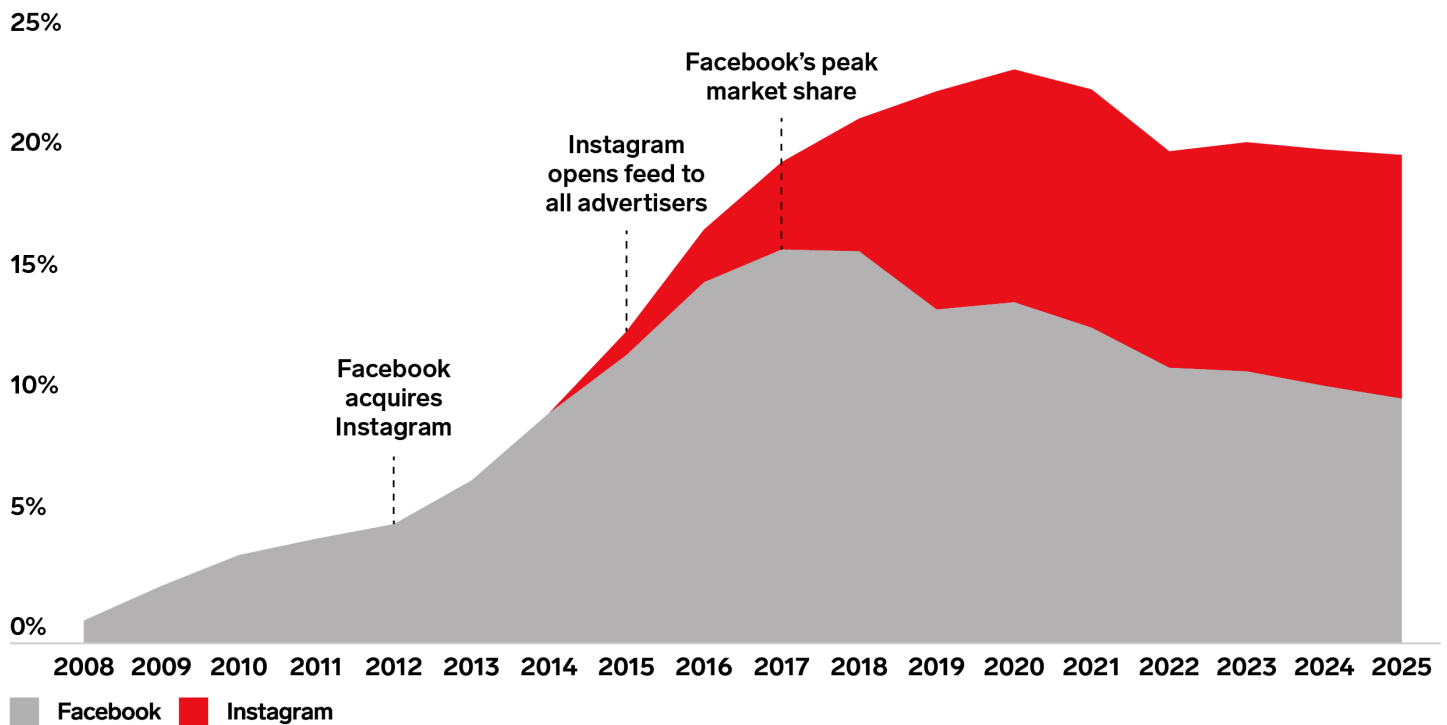
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Big Tech's market power has grown in part through strategic acquisitions

- Facebook made a smart bet by acquiring Instagram back in 2012. This year, Instagram will account for almost half (48.1%) of Meta's US digital ad revenues. Thanks to Instagram, about 1 in 5 digital ad dollars will still go to Meta this year. But its share of the market peaked in 2020 —the same year the Federal Trade Commission (FTC) filed a [lawsuit against the company](#) to force it to divest Instagram.

Despite Facebook's Decline, Meta Has Retained Most of Its Market Share Thanks to Its Instagram Acquisition

% of US digital ad spending, 2008-2025



Note: paid advertising only; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices; market share estimates for 2008-2014 are for Meta Platforms
Source: Insider Intelligence | eMarketer Forecast, Oct 2023

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- **Google has also made some shrewd acquisitions.** YouTube, which it acquired in 2006, will represent 10.6% of Google's US ad revenues this year, netting more than any of its competitors in streaming video.

But Google's 2007 acquisition of ad tech company DoubleClick has been of greater interest to [US](#) and [EU](#) antitrust regulators. At the time, the FTC approved the deal, but with one prescient dissenting opinion from Commissioner Pamela Jones Harbour. "Post-merger, the combined Google/DoubleClick will become a 'super-intermediator' with access to unparalleled data sources," she warned.

- **But smaller purchases also add up.** In 2021, [the FTC found](#) that Alphabet, Amazon, Apple, Meta, and Microsoft collectively made 616 nonreportable acquisitions over \$1 million

between 2010 and 2019. These deals were too small to be declared, flying under the radar of competition authorities and allowing Big Tech to expand slowly and quietly.

The scales are weighted in Big Tech's favor

- **Big Tech is a big deal for advertisers.** Although some of these large platforms are losing market share, many marketers' strategies hinge on these companies. Marketers can reach larger audiences with relative ease—especially if they use AI and automation to do the heavy lifting of ad creation and budget allocation.
- **Modest oversight won't cut it anymore.** With deep pockets and a commanding share of their respective sectors, Big Tech could easily curtail fair competition. Regulators are arguing they've already done just that. And new competitive dynamics emerging around AI are giving antitrust officials another reason to monitor Big Tech.

Report by Evelyn Mitchell-Wolf Mar 06, 2024

Big Tech Antitrust 2024

