

# Internet advertising

## Key insights at a glance

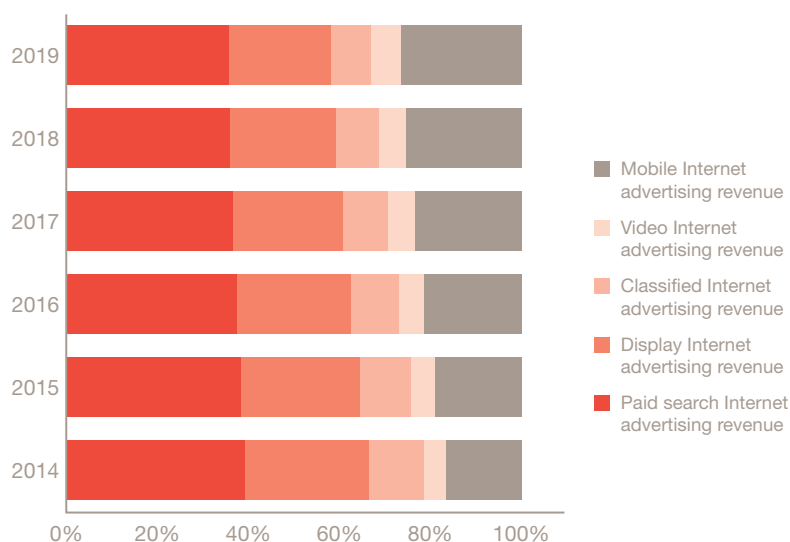


# 3

*Search will remain as the largest single contributor to Internet advertising.* Paid search Internet advertising revenue is forecast to grow from US\$53.13bn in 2014 to US\$85.41bn in 2019. Search is an established and understood advertising medium that plays a central role in Internet advertising at each stage of the purchase cycle. It will therefore remain the largest constituent of Internet advertising, accounting for 35.6% of total Internet advertising revenue in 2019.

**Fig. 3: Search will continue to comprise the largest single component of Internet advertising**

Global total Internet advertising revenue by sub-segment (%), 2014–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

*Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019*

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