

2017 Advertising Scoreboard

U.S. Advertising Spend, 2012-2016

PPAI Research™

	(In Billions)	2016	2015	2014	2013	2012	5 Yr. Rate of Change
1	Internet	\$72.5	\$59.6	\$49.5	\$42.8	\$36.7	+97.5%
2	Broadcast TV	\$53.4	\$51.1	\$49.1	\$47.9	\$49.7	+7.4%
3	Event	\$45.8	\$42.9	\$21.3	\$20.1	\$11.7	+291.5%
4	Direct Mail	\$44.9	\$47.4	\$46.0	\$44.8	\$45.2	-0.7%
5	Mobile	\$32.2	\$20.7	\$12.5	\$7.1	\$3.4	+847.1%
6	Video	\$30.7	\$30.7	\$27.9	\$26.1	\$24.4	+25.8%
7	Promotional Products	\$21.3	\$20.8	\$20.0	\$19.8	\$18.5	+15.1%
8	Consumer Magazines	\$14.5	\$14.2	\$14.2	\$14.6	\$21.1	-31.3%
9	Newspaper	\$14.2	\$16.7	\$16.7	\$17.3	\$1.9	+647.4%
10	Radio	\$13.9	\$14.3	\$17.5	\$17.6	\$17.6	-21.0%
11	Retail	\$11.8	\$11.9	\$12.5	\$12.0	\$12.0	-1.7%
12	Search	\$8.2	\$7.8	\$7.8	-	-	+5.1%
13	Product Placement	\$7.7	\$6.8	\$6.0	\$5.2	\$4.2	+83.3%
14	Outdoor	\$7.6	\$7.3	\$7.0	\$6.9	\$6.6	+15.2%
15	Business Magazines	\$6.8	\$6.8	\$6.8	\$7.0	\$7.4	-8.1%
16	Cinema	\$0.8	\$0.7	\$0.7	-	-	+14.3%

Figures are estimates and subject to change without notice based on updates from industry sources (listed on back).

Definitions Used In Reporting

- INTERNET – Interactive online advertising appearing on online websites
- BROADCAST TV – Advertising developed for and distributed via public airwaves by television stations and networks for viewing on conventional TV sets
- EVENT – Various live events (trade shows, seminars, conferences, etc.) which provide a venue for sponsors and brands to have face-to-face interaction with target audiences
- DIRECT MAIL – Direct marketing targets customers without using an advertising middleman via fliers, letters, brochure, reprints and catalogues in a variety of formats, including postal mail, telemarketing, email marketing, etc.
- MOBILE – Advertising for products or services that reach consumers via wireless mobile devices such as smart phones, tablets or personal digital assistants (PDAs). May appear as text messages or interactive banner advertisements embedded in mobile websites or downloaded apps. Mobile advertising is a subset of digital advertising
- CABLE TV – Advertising through basic cable networks and local cable systems, as well as non-commercial movie channels offered on cable. Recently begun including the term video to include a number of new technologies are providing platforms for audio-video commercial messaging that increases the size of the market
- PROMOTIONAL PRODUCTS – Branded products typically imprinted with a company's name, logo or message and given at no cost. Promotional products literally include any one of tens' of thousands of items able to display a message, ranging from pens to clothing to electronic equipment
- CONSUMER MAGAZINES – Ads targeted to consumer readers which are placed in weekly, monthly, quarterly, and special edition magazines
- NEWSPAPER – Ads created and placed in daily print newspapers, as well as weekly "shopper" papers, Sunday editions, plus ethnic and other specialized newspaper editions, now including their online news sites
- RADIO – Traditional, satellite and subscription radio ad sales. (Note: spot and network radio only)
- RETAIL – Sales messages that target shoppers to impulse buy within the retail environment. POP includes store banners; displays on shelves, counters, aisles and windows; and messages on shopping carts
- SEARCH – Directory listings for local contact information found in in print publications such as Yellow Pages and similar online electronic search listings
- PRODUCT PLACEMENT – A strategy increasingly used by marketers as part of multimedia campaigns in which the objective is to place or integrate brand names, logos or specific products within the non-ad content of various media. Often referred to as 'Branded Entertainment' and appears in film or TV
- OUTDOOR – Refers to visual advertising that reaches the consumer when he or she is outside of the home, notably through roadway billboards and posters, transit advertising (buses, taxis, subways, trains, etc.) and street structures, such as kiosks and bus shelters
- BUSINESS MAGAZINES – Ads created and placed in weekly, bi-weekly, monthly, quarterly and special edition magazines targeted at business and business-to-business readers
- CINEMA – On-screen and lobby advertising at in movie theaters

Expenditures for selected advertising and promotional methods were compiled for Promotional Products Association International by Richard Alan Nelson PhD, University of Nevada-Las Vegas, and Rick Ebel, Glenrich Business Studies, Corvallis, Oregon.

Sources: Associated Press, BIA/Kelsey, Borrell Associates, Cinema Advertising Council, Convergence Research Group, Data & Marketing Association (DMA), Euromonitor, GfK MRI, GroupM, Interactive Advertising Bureau, Kagan/S&P Global Market Intelligence, MAGNA/IPG Mediabrands, MediaRadar, MoffettNathanson Research, MPA – The Association of Magazine Media, Outdoor Advertising Association of America, Pivotal Research Group, PQ Media, PwC, Shop!/shopassociation.org, SNAP Inc., Standard Media Index, The Street, Winterberry Group and Zenith.