

# 2017 GLOBAL PROGRAMMATIC TRENDS

## LATAM

The International Data Corporation (IDC) estimates both Brazil and the rest of the region were expected to see,

**triple-digit growth** in programmatic digital display ad spending through 2017



Total investments should nearly **double in 2018**

(eMarketer)

Latin America's mobile internet ad spending will rise from



**\$3.92B**

2017

to

**\$7.92B**

2019

(eMarketer)



(eMarketer)

With solid growth over recent years, the LATAM programmatic market is still in early stages, representing only



**3%** of the Global Programmatic Market

(ExchangeWire)

The LATAM market faces a lot of challenges in programmatic but also a lot of opportunities. Economic factors and complexity around the technology remain obstacles, but **increased internet penetration** in the region in addition to **investment in education** and dissemination about buying, selling and use of systems of programmatic media buying will impart **more sophistication to the marketing ecosystem.**

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(ComScore)



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