

2018

PROGRAMMATIC TRENDS

NORTH AMERICA



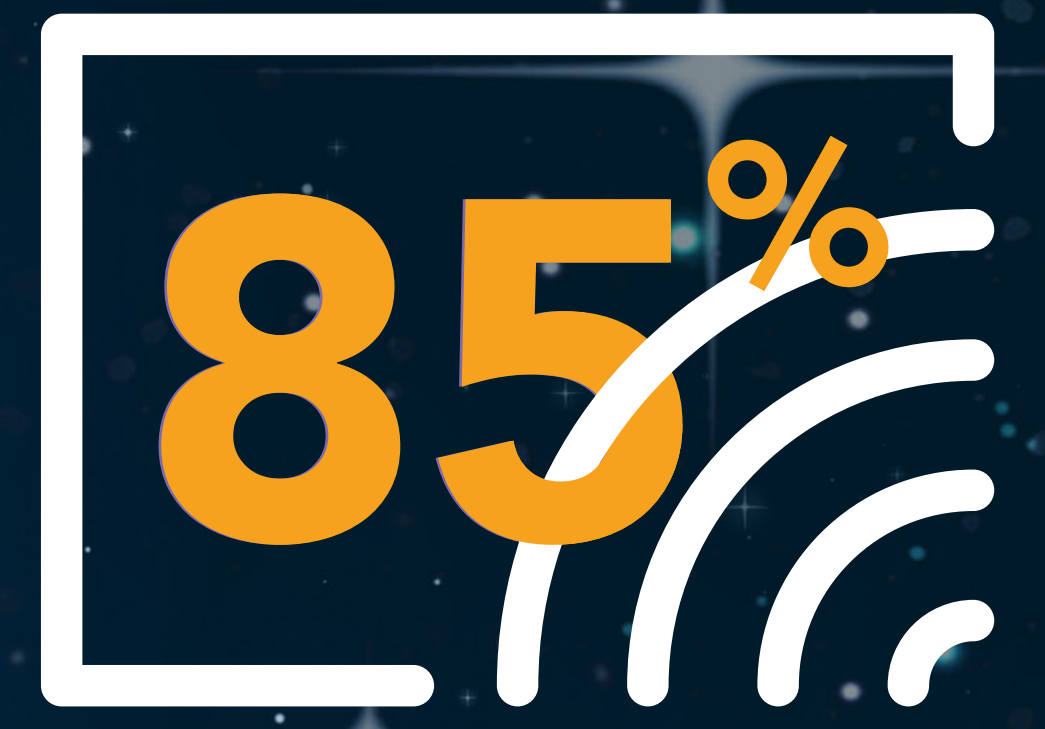
US ad dollars will transact programmatically in 2018 reflecting a **20% YOY GROWTH**

In 2018 Programmatic investment on **MOBILE** will reach **\$30 BILLION+**, over **3X** the amount spent on **DESKTOP**



Increased demand for more "native" experiences will drive **PROGRAMMATIC NATIVE** spend, reaching **\$24 BILLION+** by years end compared to **\$13.24 BILLION** in 2016

The continued shift in TV viewership toward more IP-connected devices will fuel an increase in US **PROGRAMMATIC TV AD SPEND**



OVERALL SHARE OF RTB WILL DECREASE TO 42% in 2018 as programmatic direct will continue to take the majority of programmatic spending

“In 2018, we'll finally start to see AI deliver on the omnichannel promise to make marketing that consumers – and others in the value chain – love.”

– **DAN ROSENBERG**

CMO, MediaMath