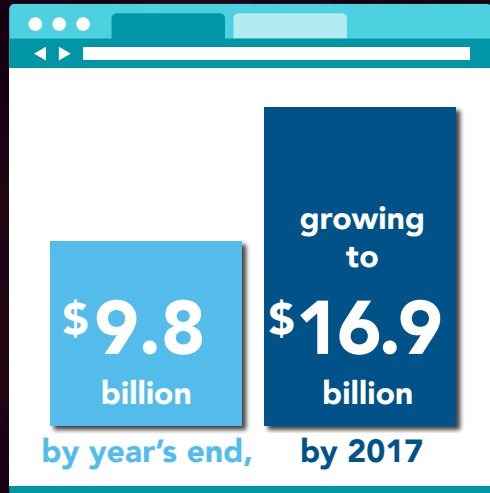


# 2017 GLOBAL PROGRAMMATIC TRENDS

## NORTH AMERICA

**MAGNA GLOBAL** estimates US digital display ad dollars spent via both RTB and direct programmatic methods will total



(eMarketer)



By 2017

**PROGRAMMATIC MOBILE VIDEO AD SPENDING**

will reach

**\$3.89 BILLION**

representing

**51%** of total programmatic ad spending in the US (eMarketer)

By contrast, programmatic desktop-based video ad spending will reach



(eMarketer)



dropping to

**49%**

of total programmatic digital display ad spending in the US

**Canadian mobile display ad spending**

via programmatic will be expected to surge to



in 2017

compared to



in 2015

**crossing the \$1 billion threshold for the first time.**

(eMarketer)



which are employed in programmatic advertising to enable more efficient bids in real-time bidding (RTB) networks, are expected to generate around

**\$42 BILLION** in annual advertising revenue by 2021,

up from around \$3.5 billion this year.

(Juniper Research)

Marketers need to steep themselves in **data, technology and advanced measurement techniques** to not only stay ahead of competitors but to also drive actual, incremental business results for their companies.

**JOANNA O'CONNELL**  
MediaMath CMO

(Forbes)



Strength in Numbers

Learn more at [www.mediamath.com](http://www.mediamath.com)