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Magna Advertising Forecasts Digital Magnaglobal Com - [PDF] [EPUB] *Magna Advertising Forecasts Digital Magnaglobal Com* MAGNA ADVERTISING FORECASTS DIGITAL ADVERTISING SOON TO GRAB 50% OF ALL AD DOLLARS TOP STORIES • In its Latest Advertising Forecast Report Published Today, MAGNA Expects the US Ad Market to Reach a New All-Time High in 2018. Media owners will collect \$197 billion in net advertising revenues (NAR) – a growth of +5.5% over 2017. This will be - Wed, 10 Apr 2019 22:09:00 GMT MAGNA ADVERTISING FORECASTS WINTER UPDATE (DEC. 4, 2017) Our Agencies | IPG MAGNA Atlas The MAGNA Atlas, by MAGNA Intelligence, is an interactive platform to navigate MAGNA's market research on the global advertising market place. It is accessible online, on tablets, and on smartphones. Users can browse and visualize advertising spending data, insights and forecasts for 70 countries, as well as download full MAGNA reports. Perspective on US Digital Media Perspective on US Digital Media IAB/PWC Webinar April 22, 2015 . Vincent.Letang@magnaglobal.com . 2 + Insert ... MAGNA GLOBAL US Advertising Forecast, Feb. 2015 . 7 . US Market Forecast . Mobile Digital Ad Revenues will Catch-up with Desktop by 2018 . MAGNA Atlas Access all of our global reports, advertising forecasts and data through the Magna Atlas platform. Access the Atlas. Featured Reports. Magna Global: Programmatic Will Eat Half Of Display And ... Programmatic buying of display and video ads will expand rapidly for years to come, according to new findings from Magna Global. In a forecast released Monday, the Interpublic Group media investment unit predicted the amount of global ad inventory bought and sold using programmatic methods in 2015 will rise 49% compared to last year – reaching \$14.2 billion worldwide. MAGNA releases updated US advertising forecast | Adobo ... NEW YORK - Today, MAGNA released their updated US Advertising Forecast. The updated analysis projects a robust +6.3% increase in advertising revenue, representing the largest increase since 2010. In its fall forecast update, published October 3, MAGNA Intelligence predicts that media owners net ... MAGNA Global Advertising Forecast June 2018 Highlights from MAGNA's Global Advertising Forecast. For more insights, please email us: forecasting@magnaglobal.com Emerging Media Forecast • Estimates and forecasts reflect data for the United States only • General methodology involves deriving “bottoms-up” estimates and forecasts for each supplier of media in each emerging media sector • Estimates and forecasts include media expenditures (or approximate allocations) only,

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