

# U.S. Internet Ad Revenues Reach Historic \$13.3 Billion in Q1 2015, Representing 16% Increase Over Q1 2014 Landmark Numbers, According to IAB Internet Advertising Revenue Report



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**NEW YORK, NY (June 11, 2015)** — At \$13.3 billion in Q1 2015, U.S. internet ad revenues hit a record-breaking first quarter high, according to the latest IAB Internet Advertising Revenue Report figures released today by the Interactive Advertising Bureau ([IAB](#)) and PwC US. This new industry high represents a 16 percent increase over 2014’s first quarter record-setting total of \$11.4 billion.

“Digital screens are an indisputable part of consumers’ lives,” said Randall Rothenberg, President and CEO, IAB. “In turn, interactive is taking on an even more vital role in today’s marketing mix – and these historic figures confirm its growing importance.”

“Brand marketers need to be where the consumers are – and as of today, that is unquestionably on digital,” said Sherrill Mane, Senior Vice President, Research Analytics and Measurement, IAB. “This double-digit growth speaks to the incredible popularity of interactive screens.”

“The rise in year-over-year figures is the direct result of brand and media agencies’ increasing commitment to digital marketing,” said David Silverman, a partner at PwC US. “It is clear that interactive has become an imperative in reaching key demographics with tailored messaging and creative.”

The following chart highlights quarterly ad revenue since 1996; dollar figures are rounded.

The IAB sponsors the IAB Internet Advertising Revenue Report, which is conducted independently by the New Media Group of PwC. The results are considered the most accurate measurement of interactive advertising revenues because the data is compiled directly from information supplied by companies selling advertising on the internet. The survey includes data concerning online advertising revenues from web sites, commercial online services, free e-mail providers, and all other companies selling online advertising.

The full report is issued twice yearly for full and half-year data, and top-line quarterly estimates are issued for the first and third quarters. PwC does not audit the information and provides no opinion or other form of assurance with respect to the information. Past reports are available at [iab.com/internetadrevenue](http://iab.com/internetadrevenue).

### **About the IAB**

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. It is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Together, they account for 86 percent of online advertising in the United States. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. The organization is committed to professional development, elevating the knowledge, skills, and expertise of individuals across the digital marketing industry. The IAB also educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Founded in 1996, the IAB is headquartered in New York City.

### **About PwC US**

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### **IAB Media Contact**

Laura Goldberg

347.683.1859

[laura.goldberg@iab.com](mailto:laura.goldberg@iab.com)

### **PwC Media Contact**

Stephanie Corzett

617.530.4977

[stephanie.c.corzett@us.pwc.com](mailto:stephanie.c.corzett@us.pwc.com)