

## eMarketer's 10 Key Predictions for 2007

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Total US spending on Internet advertising will reach at least \$19.5 billion in 2007.

This is 19% more than total spending in 2006. This rate of growth is sharply down from the 30% or more that has been the norm for several years. However, even this reduced level of year-on-year growth would be considered spectacular for most industries. With total US advertising spending projected to grow by a mere 1.4% in 2007, the shift to the Internet is clearly set to maintain its heady momentum in 2007.

Internet video advertising will get more media play than dollars in 2007. eMarketer projects that spending on this format will total \$775 million in 2007. To put this figure in perspective, remember that it represents only 4.0% of projected US online ad spending. Although marketers are increasingly keen on including video in their online ad campaigns, they will continue to face a shortage of appropriate premium placements.

Worldwide ad spending on online social networks should top \$1 billion in 2007, up from an estimated \$445 million this year. Fueling this growth will be factors such as international expansion, 'niche' networks and Google's deal to supply search technology to MySpace.

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