



Online Ad Spending Hits New Record

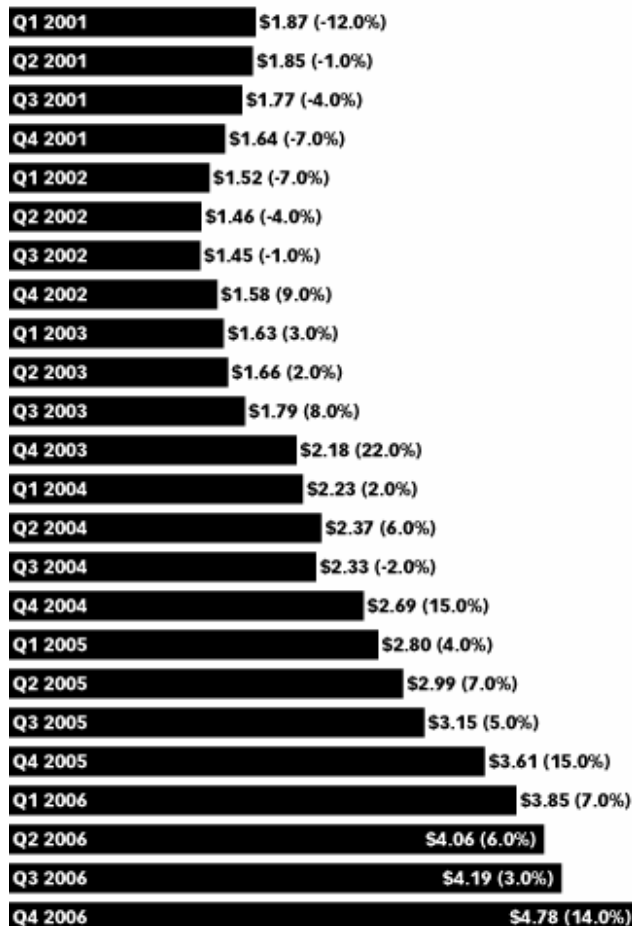
MAY 25, 2007

Search and display continue to lead.

US Internet ad revenues totaled \$16.9 billion in 2006, up 35% from 2005, according to the "Internet Advertising Revenue Report" from the Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC).

Search, display, classifieds and lead generation all grew, as performance-based and CPM pricing both increased.

**US Online Advertising Revenues, Q1 2001-Q4 2006
(billions and % increase/decrease vs. prior quarter)**



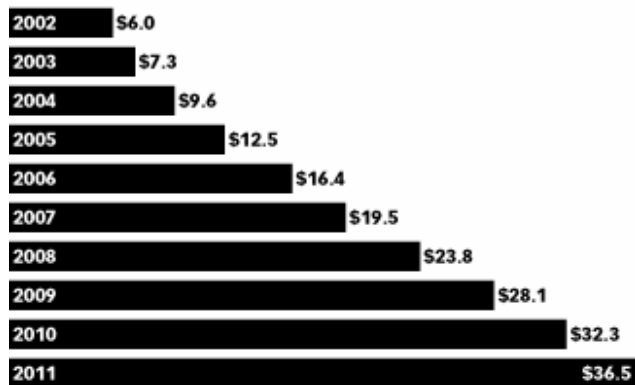
Source: Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC), "IAB Internet Advertising Revenue Report: 2006 Full-Year Results," May 23, 2007

Consumer advertisers continue to represent the largest category of Internet advertising spending.

"The results for 2006 show the Internet continues to offer marketers the widest spectrum of advertising formats, from search-based text ads to dynamic rich-media and broadband video ads," said Peter Petrusky of PricewaterhouseCoopers. "Online publishers may continue to experience growth as marketing budget allocations to all interactive forms continue to increase."

The numbers topped eMarketer's revised estimates for 2006 by half a billion dollars. The estimates were based on IAB and PWC data, for which the last full year measured had been 2005.

US Online Advertising Spending, 2002-2011 (billions)



Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2005; online ad data includes categories as defined by the IAB/PwC benchmark—display ads (such as banners), paid search ads (including contextual text links), rich media (including video), classified ads, sponsorships, referrals/lead generation, e-mail (embedded ads only) and slotting fees

Source: eMarketer, February 2007

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"One key market shift can be seen in how display ad spending grew at a higher rate than even paid search advertising," says eMarketer Senior Analyst David Hallerman.

"Brand-oriented marketers are just starting to ramp up spending, and we'll see greater growth in that area over the next few years."

eMarketer's Online Ad Targeting report will be published in June 2007. To be notified when it is released, [click here](#).

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