How digital advertising segments are positioned, according to market size and growth, up to 2021

- **OTT Video**
- **Programmatic**
- **Mobile**
- **Display**
- **Search**

Some leaders, Fragmented, Dominant player

- Facebook the successful giant
- Google dominance
- Many technology players are eyeing a slice of the pie

Note: This figure contains some overlaps, such as mobile display advertising being included in both mobile and display segments. Source: IDATE DigiWorld in “Advertising and TDaaS”