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

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

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.”