

## Macro Roundup Article

**Headline:** [Google and Meta's Advertising Dominance Fades as TikTok, Streamers Emerge](#)

**Article Link:** <https://www.wsj.com/articles/google-and-metas-advertising-dominance-fades-as-tiktok-netflix-emerge-11672711107>

Author(s)	Patience Haggin
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**Tweet:** According to data from Insider Intelligence, Google and Facebook's share of digital advertising was 48.4% in 2022, and is expected to decline to 44.9% in 2023, as Amazon, TikTok, and digital streamers gain share. @WSJ

**Summary:** For the first time in nearly a decade, the two largest players in online advertising are no longer raking in the majority of U.S. digital-ad dollars, a decline that industry insiders expect to continue in years to come. Alphabet Inc.'s Google and Facebook parent Meta Platforms Inc. accounted for a combined 48.4% of U.S. digital-ad spending in 2022, according to estimates from research firm Insider Intelligence Inc. Their combined U.S. market share hadn't been under 50% since 2014, said Insider Intelligence, which expects that number to drop to 44.9% this year.

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