

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
Publication	Wall Street Journal
Publication Date	January 04, 2023

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.

Primary Topic: Startups

Topics: Database, Factoid, Institutional Capabilities, News article, Productivity, Sell-by Date, Startups

Permalink: <https://www.edwardconard.com/macro-roundup/according-to-data-from-insider-intelligence-google-and-facebooks-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?view=detail>

Featured Image

Link: <https://www.edwardconard.com/wp-content/uploads/2023/01/1.4.23-Digital-Advertising.png>