

## Growth in Advertising Expenditures & Analysis of Emerging Technologies

In the past couple of centuries, technology has revolutionized the way people live their lives and consume information. With the rise of technology, advertisements have exponentially increased. Thus, companies spend money on advertising their products and services with the goal to generate profit. With each new technology emerging, people's lives get easier. And information gets consumed more rapidly. These technologies that allowed for consumption of information include the printing press, networks of roads and transportation, radio, television and the internet.

Visual advertisements include: newspapers, magazines and direct mail. Starting with the printing press. The printing press allowed for written and visual communication to be processed quickly. Mediums such as newspapers and magazines could now be produced in far greater quantities. Next is the expansive network of roads and transportation that allows for mail to be sent and arrive to a specific address. These addresses include rural areas where information would be slow to spread. Direct mail advertisements are able to reach people from the comfort of their mailboxes. Advertisements would feel a bit more personal because it reached their homes.

Through innovations in science and engineering, the radio and televisions were produced. The radio allows for verbal information to be spread. Through the engineering of a device that relies on sound waves and frequencies, anyone anywhere can listen to information far more faster than reading newspapers and magazines. Similar to the radio with verbal information, the television revolutionized American life. The television now had verbal information accompanied with moving visual information. A new medium of advertisement was introduced: television advertisements. A family watching a television show would now watch advertisement breaks in intervals in between the television show. These intervals of advertisements allowed for spatial repetition of information. And most importantly, it allowed visual and auditory information to be consumed in seconds.

The next technology is the internet. Emerging in the late 1900's, the internet has . Which is facilitated by devices with screens such as computers. The internet is deeply ingrained in our lifestyles. An example is what is a student without the internet, especially, during the pandemic where there was online learning. Would a student without the internet have been successful? This example shows how reliant society is on the internet. So it makes sense that companies would spend their money on advertisements on the internet. Although it's hard to say that in 1997 and 1998 (the only two data points for expenditures on the internet) companies knew if the internet would grow. An important question is if we were in 1998, would we have been able to predict how much companies would spend on advertisement for the new emerging technology at the time, the internet, by using past data on different mediums?

It's important to note that although key innovations in technology have resulted in the

emergence of new mediums to relay information, none of them have gone obsolete. Newspapers, magazines, direct mail, radio, television, and the internet all still exist today. The emergence of technologies caused information to reach people with more frequency because of the many mediums. Thus, advertisements gradually get consumed more quickly. Companies seek to use the technology that people are using in their everyday lives to market their products and services in order to generate profits.

Work Cited:

Raff, Daniel M. G. , "[Advertising expenditures, by medium: 1867–1998.](#)" Table De482-515 in *Historical Statistics of the United States, Earliest Times to the Present: Millennial Edition*, edited by Susan B. Carter, Scott Sigmund Gartner, Michael R. Haines, Alan L. Olmstead, Richard Sutch, and Gavin Wright. New York: Cambridge University Press, 2006.