

# DIGITAL MEDIA TRENDS TO WATCH IN 2019

**Digital media investments continue to increase** and are expected to represent 55% of ad spending.

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It's projected that 40%+ of U.S. internet users will make **40%+ of their purchases from direct-to-consumer brands** within the next five years, clearly illustrating the D2C paradigm shift.

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**Facebook/Instagram stories and vertical video are expected to explode this year**; however, newsfeed placements will continue to dominate the means in which consumers use the application.

**Voice and visual searches are on the rise** and projected to reach 1B per month on platforms like Pinterest, Amazon, eBay and more.

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**Facebook will continue to reign in the social landscape**, with 170MM projected U.S. users this year, representing 80%+ of social network users and 60%+ of internet users. For perspective, this scale represents over half the U.S. population.

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**Ad blocking and privacy policy regulations continue to present challenges for advertisers.** It is estimated that over 100MM U.S. internet users will be inaccessible or unaccounted for.

**Facebook and Google command 50% of digital media budgets** for advertisers, contrary to popular belief that the duopoly is at risk.

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**Amazon dominates the ecommerce market**, estimated to account for 49%+ of U.S. retail ecommerce sales in 2018, or \$258B (up 43%+ from 2017). Even factoring in all offline retail sales, Amazon still accounts for 5% of market share.

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**Over 56% of the U.S. population are consuming video content on their smartphones** for an average of 30 minutes a day. As a result, mobile video ad spend continues to rise and is projected to increase 22%+ to nearly \$16B.

Source: eMarketer PRO

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