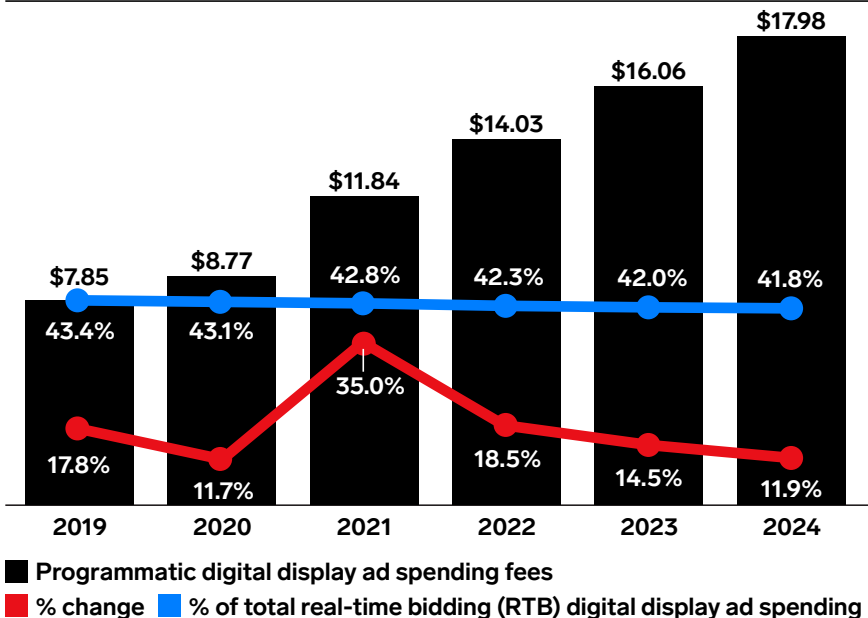


US Programmatic Digital Display Ad Spending Fees, 2019-2024

billions, % change, and % of total real-time bidding (RTB) digital display ad spending



Note: programmatic display ad spending fees are the portion of programmatic display ad spend that is paid to technology and software intermediaries that execute the transaction before the publisher receives the spending as ad revenues

Source: eMarketer, May 2022