

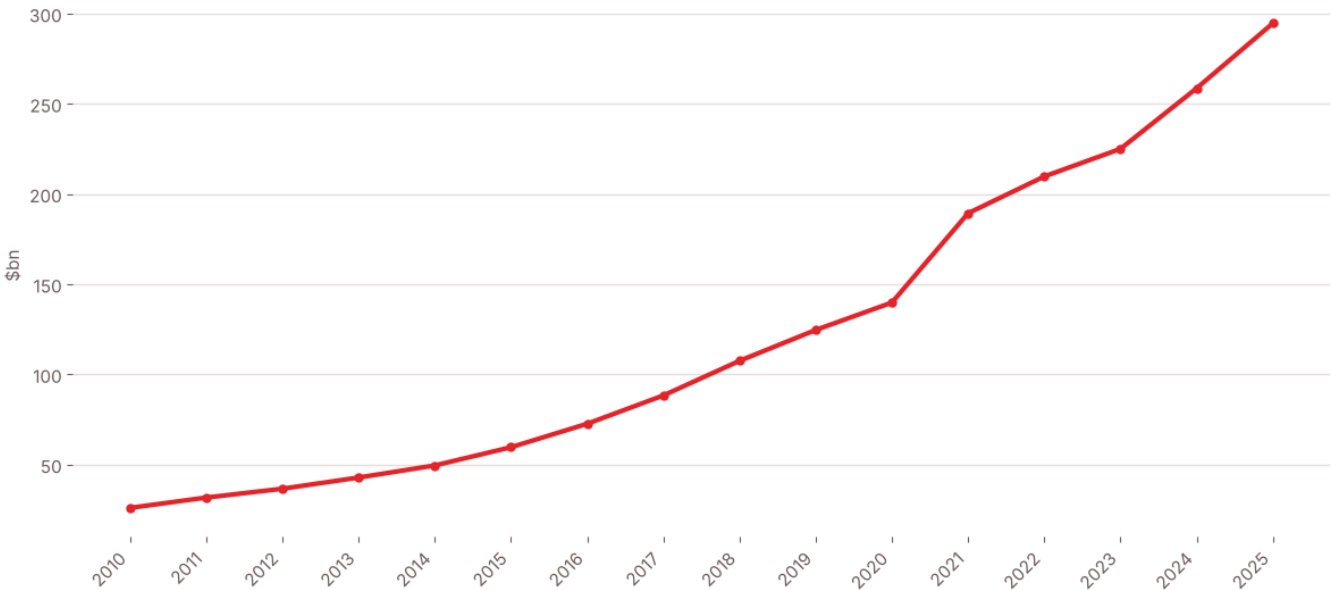
ADVERTISING

US internet advertising revenue, 2010 to 2025

US internet advertising revenue grew from \$26.0bn in 2010 to \$294.6bn in 2025, according to the IAB/PwC Internet Advertising Revenue Report. It has grown every year in the period, with the fastest rise in 2021.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/us-internet-advertising-revenue/>

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Source: IAB / PwC Internet Advertising Revenue Report; IAB · Free data: [anthonymcgrath.co/data/us-internet-advertising-revenue/](https://www.anthonymcgrath.co/data/us-internet-advertising-revenue/)

Key findings

- US internet advertising revenue reached \$294.6bn in 2025, up 13.9% on 2024.
- The biggest jump came in 2021, when revenue rose from \$139.8bn to \$189.3bn (35%).
- Revenue in 2025 was more than 11 times the \$26.0bn recorded in 2010.

The data

Year	US internet advertising revenue (\$bn)
2010	26
2011	31.7
2012	36.6
2013	42.8
2014	49.5
2015	59.6
2016	72.6
2017	88.3
2018	107.5

Year	US internet advertising revenue (\$bn)
2019	124.6
2020	139.8
2021	189.3
2022	209.7
2023	225
2024	258.6
2025	294.6

Sources

IAB / PwC Internet Advertising Revenue Report, Full Year 2024 (Historical data findings table, annual totals 2010 to 2024 (US\$ millions))
https://www.iab.com/wp-content/uploads/2025/04/IAB_PwC-Internet-Ad-Revenue-Report-Full-Year-2024.pdf

IAB, Digital Ad Revenue Climbs to Nearly \$300B as IAB Celebrates 30 Year Anniversary (2025 total of \$294.6bn and 13.9% growth (IAB/PwC Full Year 2025 report))
<https://www.iab.com/news/digital-ad-revenue-climbs-to-nearly-300b-as-iab-celebrates-30-year-anniversary/>

Method

Annual totals for 2010 to 2024 are taken from the historical data table in the Full Year 2024 report, published in US\$ millions and shown here in billions to one decimal place. The 2025 figure is the headline total from IAB's Full Year 2025 announcement.

Notes

US market only, nominal US dollars. The report covers revenue across search, display, digital video, social, audio/podcast and other digital formats. The 2010 to 2024 annual figures are the versions shown in the Full Year 2024 report.

How to cite

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