

Five companies attract more than half of global advertising spend

■ Alphabet ■ Amazon ■ Meta ■ Alibaba ■ Bytedance

60%

50%

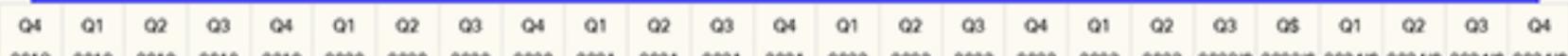
40%

30%

20%

10%

0%



WARC Media, Ad Spend Outlook 2023/24: Withstanding Turbulence, August 2023

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