

After several years of double-digit spurts, online advertising spending decelerated in 2009. Some analysts report slight growth (like eMarketer, +4.5 percent) while others see 2009 netting out down (PwC: -3 percent).

SPENDING

PAST

| | |
|------|----------|
| 2006 | \$12.49* |
| 2007 | \$16.11* |
| 2008 | \$19.82* |

PRESENT

2009 \$18.74**

Display spending took a major hit this year, sliding by more than 16 percent per PwC, and isn't expected to bounce back for a few years.

FUTURE

| | | |
|-------------|------------|-------------|
| 2010 | PwC | 1.5% |
| | VSS | 10.1% |
| | Zenith | 13.0% |

All dollar values in billions.

Source: *The Nielsen Company **ZenithOptimedia