



IAB/PwC Internet Advertising Revenue Report: Full Year 2025

Apr. 16, 2026



Just released: **IAB Internet Advertising Revenue Report: Full Year 2025**. The digital advertising industry reached nearly \$300 billion in revenue in 2025, the highest level in the report's history. This 13.9% year-over-year increase underscores the industry's continued evolution toward performance-driven, AI-powered growth.

Now in its 30th year, this highly anticipated report is considered the industry benchmark for U.S. advertising revenue across digital media platforms and publishers. This year's report offers a comprehensive view across video, social, search, commerce media, and the creator economy - and, for the first time, includes perspectives from industry leaders who have helped shape the ecosystem over the past three decades. Here are the highlights:

Key takeaways from . . .

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