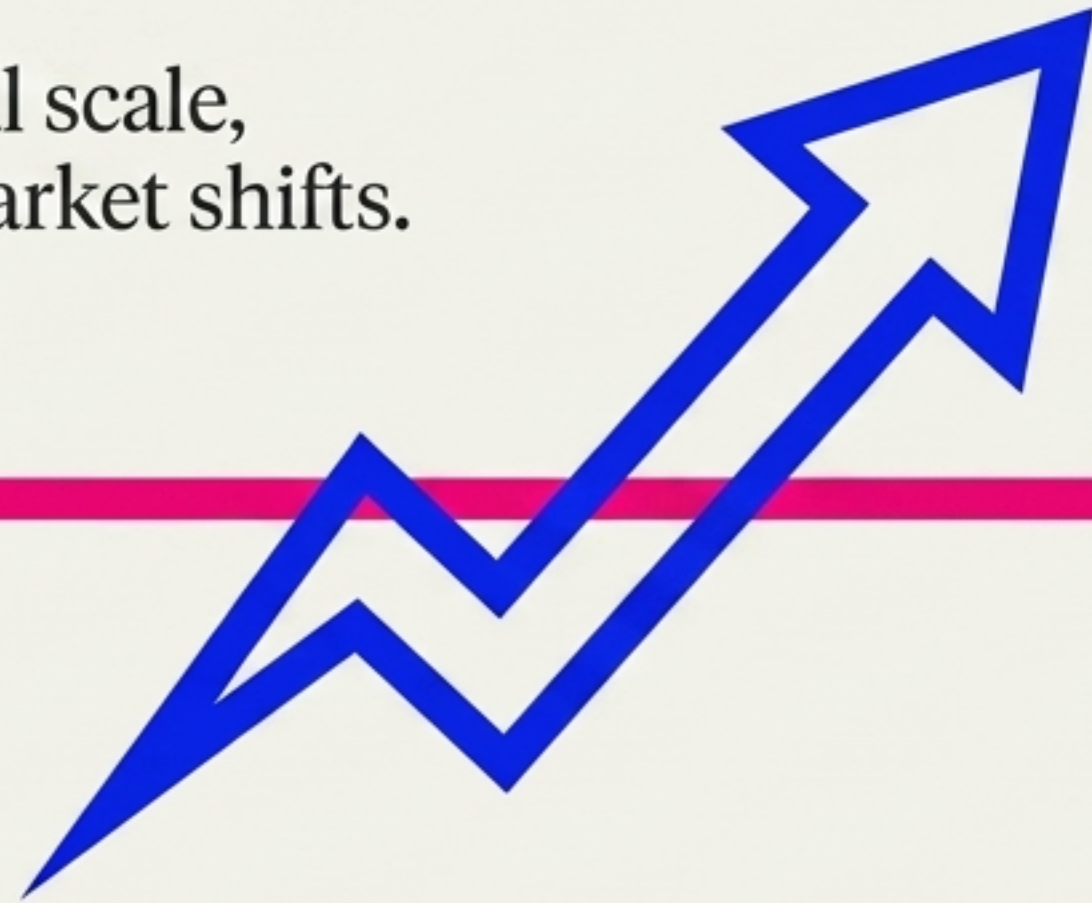


Global Demand and Growth Trajectories in Digital Marketing

An executive briefing on global scale, resource flow, and strategic market shifts.

SOURCE: BTUAI



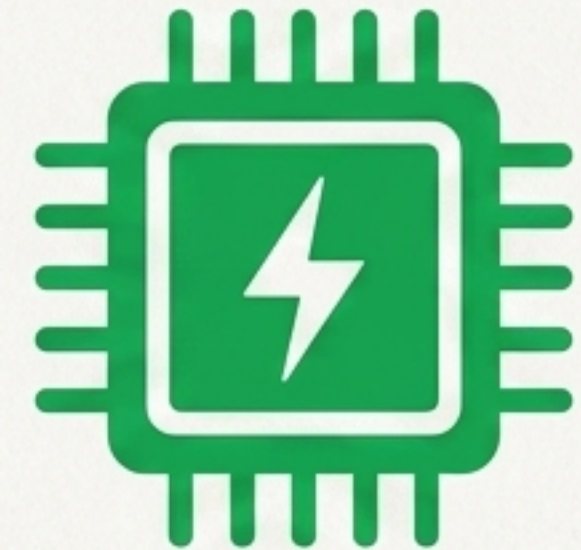
Digital Channels Will Command Three-Quarters of a Trillion-Dollar Global Market

**\$1
Trillion**

Global advertising spend forecast for the year 2026.

~75%

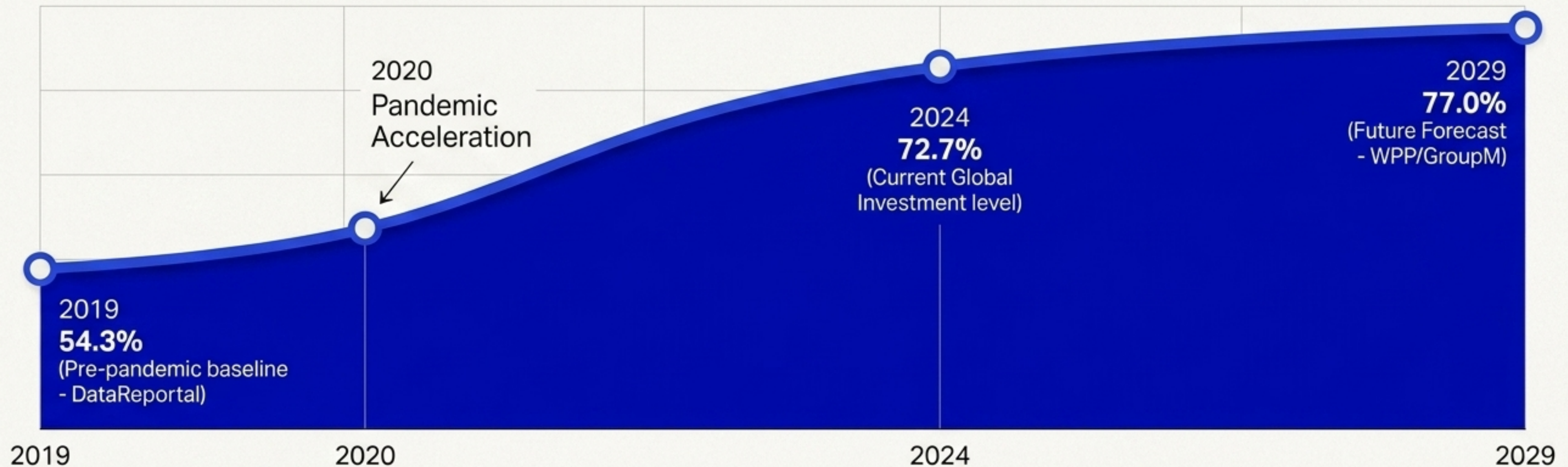
Digital channels' share of the total global advertising budget by 2025 (eMarketer).



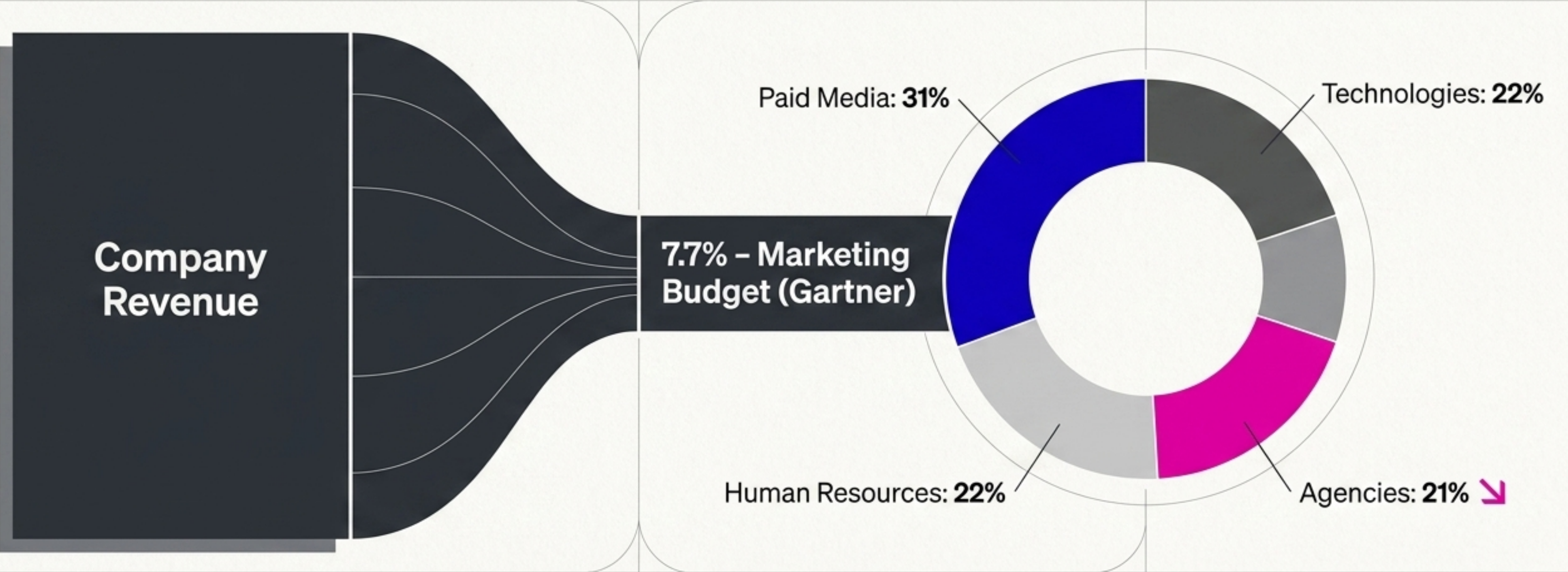
Artificial Intelligence is exerting a growing impact on how these budgets are actively reallocated.

Digital Media Spend Demonstrates an Unrelenting Upward Trajectory

Tracking the percentage of global advertising spend allocated strictly to digital media formats.



Tracing the Flow of Corporate Revenue into Core Marketing Channels

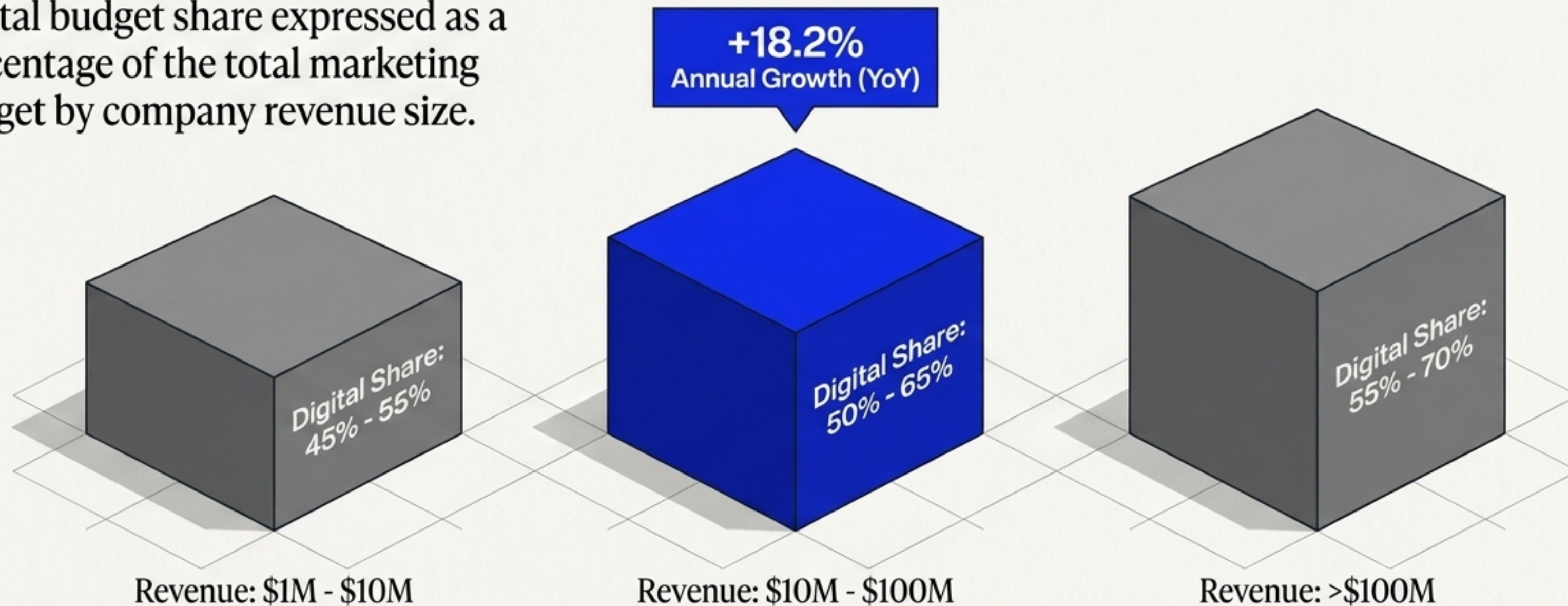


Strategic Divergence Exists Between B2C and B2B Digital Allocations

	B2C	B2B
Digital Budget Share	61.4%	54.8%
Main Channels	Paid digital advertising (25-35%) & Social media (~20%)	Content marketing, expert articles, and industry events
Primary Goal / Intent	Direct Conversion	Lead Generation

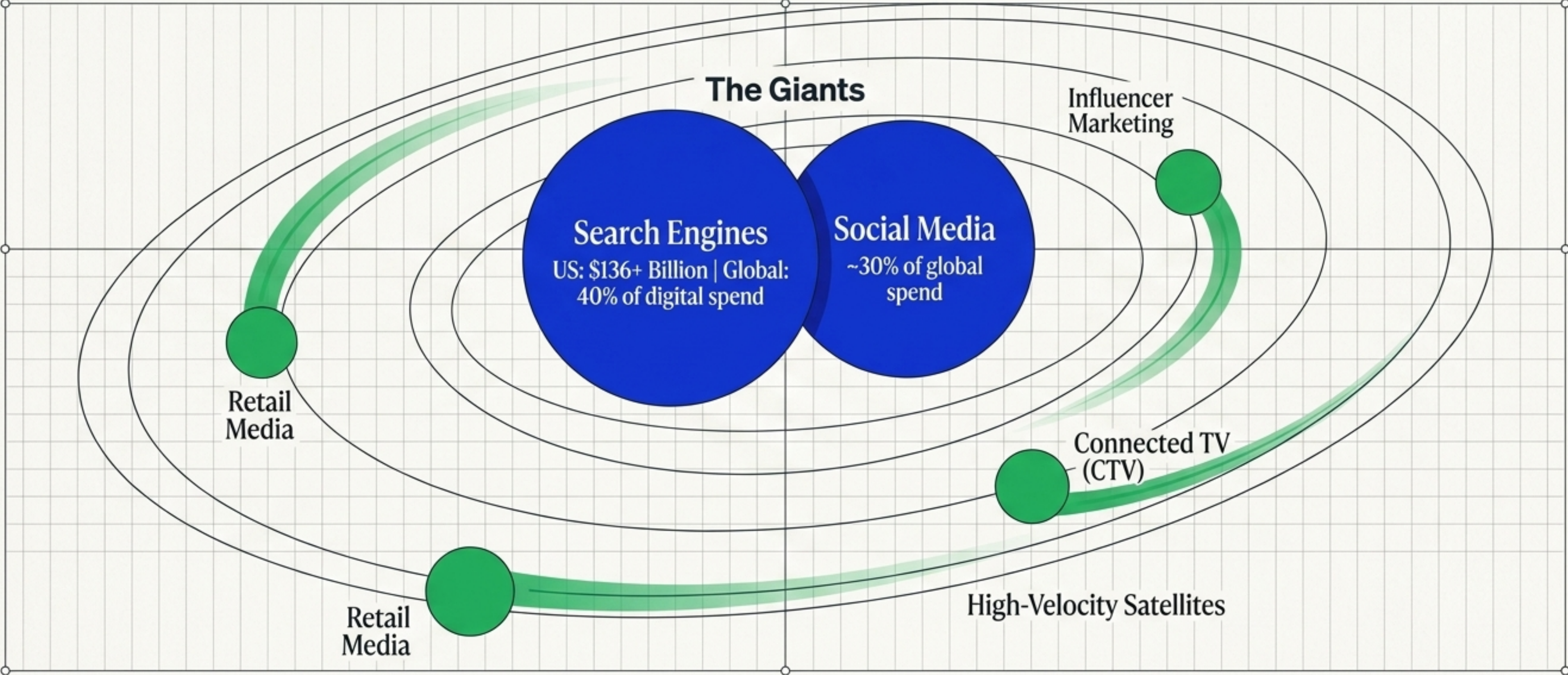
Mid-Market Companies Are Driving the Fastest Digital Budget Expansion

Digital budget share expressed as a percentage of the total marketing budget by company revenue size.



Medium-sized companies are growing their digital spend faster than any other cohort.

Search and Social Act as Gravitational Centers for the Digital Ecosystem



Retail Media and Connected TV Are Accelerating as Primary Growth Engines



Retail Media

22.4% Growth

(eMarketer 2025 Forecast)

Retail media has become the fastest-growing digital segment globally, driven by its direct, measurable link to point-of-purchase decisions.



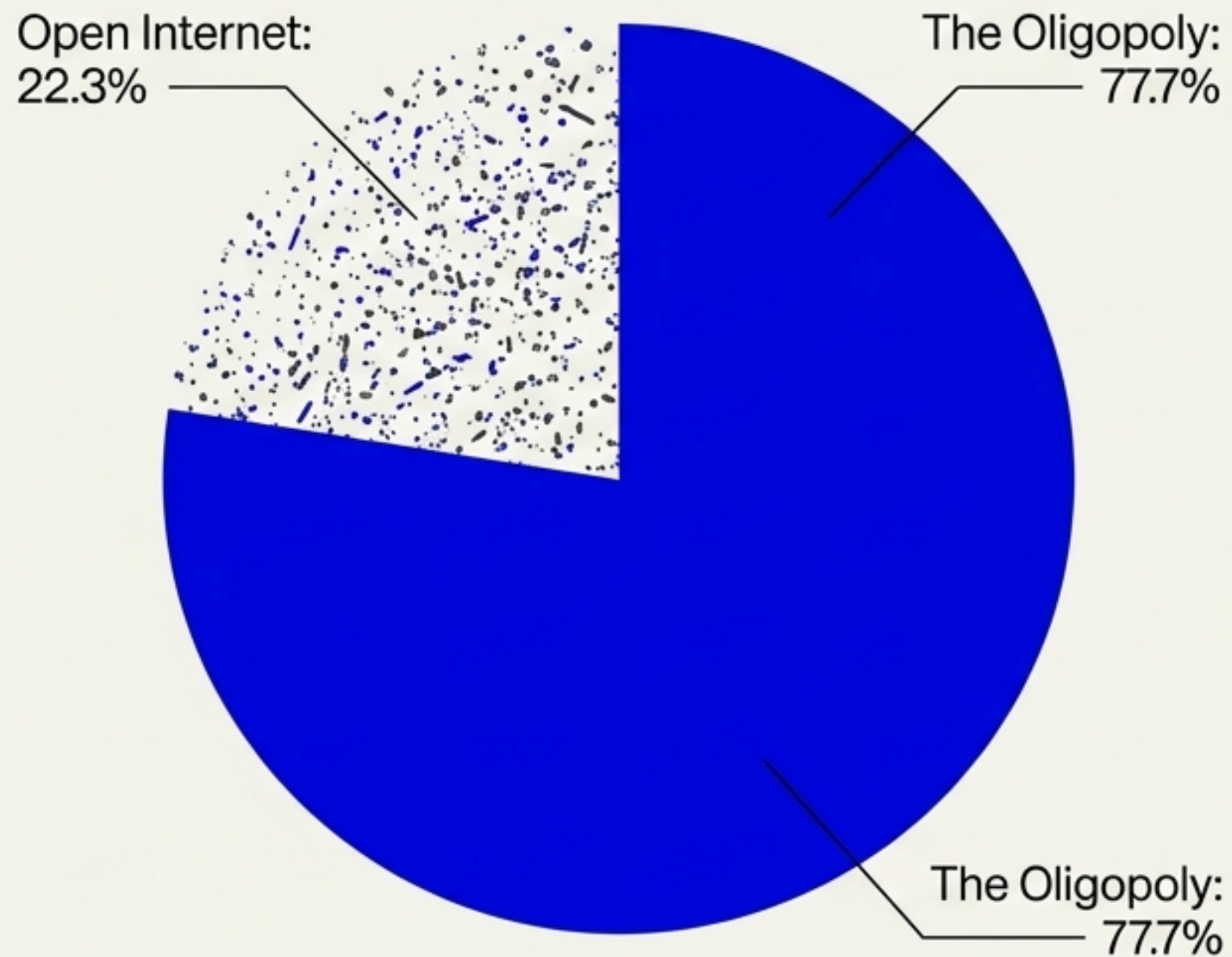
Connected TV (CTV)

+22% Growth

(2026 Forecast)

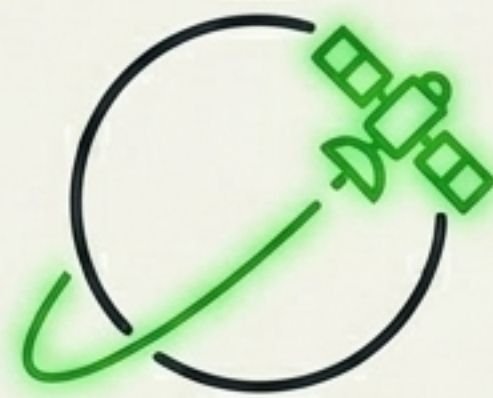
Rapidly approaching digital video ad benchmarks (\$40.4 Billion) as it actively consumes and replaces traditional television budgets.

Heavy Revenue Concentration Creates a Digital Oligopoly and Amplifies Risk



Just 5 platforms currently control 77.7% of all digital advertising revenues. This extreme concentration increases bidding competition, raises acquisition costs, and requires marketers to urgently diversify their tactics into the open internet.

Strategic Imperatives for Navigating the the New Digital Gravity Map



The Macro Shift is Permanent

Gravity is Shifting to the Edges

The Diversification Imperative

Digital is no longer just a channel; commanding **~75% of global spend** by 2025, it is the modern marketing budget. Mid-market companies (\$10M-\$100M) must be monitored as the primary drivers of this adoption rate.

While Search and Social remain the undeniable center of gravity, Retail Media (**22.4% growth**) and CTV (**+22%**) are the high-velocity satellites commanding the most aggressive new investment.

With five core platforms controlling **77.7% of all ad revenue**, long-term survival requires strategic diversification into the open internet to bypass oligopoly bottlenecks and rising acquisition costs.