
MARY MEEKER PREDICTS \$50 BILLION ONLINE AD BOOM; SAYS FACEBOOK IS 'UNDERMONETIZED'



Mary Meeker, one of Morgan Stanley's top analysts made an exciting prediction for online advertisers when she asserted that there would be a \$50 billion online advertising boom. Meeker noted the disparity between the quantity of advertising versus the time consumers are spending on the internet. She said that while people spend 28% percent of their time on the internet, only 13% of advertising is located there. Meeker announced the statistics at the Web 2.0 Summit in San Francisco on Tuesday. She also had some interesting comments about Facebook and Twitter, saying that the former is "one of the most undermonetized classes of advertising on the web" and that the latter is "in a similar situation."

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