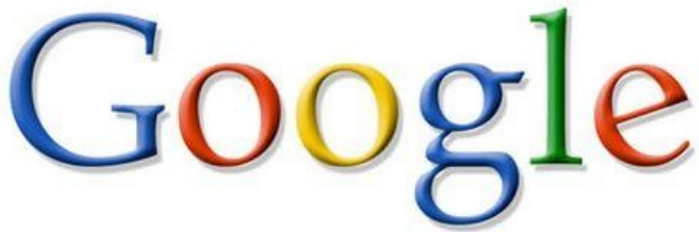


GOOGLE SURPASSING FACEBOOK WITH SALES OF DISPLAY-ADVERTISEMENTS



The Google Corporation is expected to start surpassing the Facebook Incorporation, one of the company's many rivals, when it comes to the number of display advertisements that are sold in the United States for this year of 2012. The information was provided by eMarketer Inc., a research firm that was able to pull up the estimate. These kinds of results for Google would definitely be a huge deal, especially since Google has been working on earning that trip crown, taking on the very top spot of being the leader in web-search advertisements, mobile advertisements, and display advertisements as well. All of these advertisements are, of course, different and may include graphics, video advertisements or even interactive advertisements. EMarketer stated that Google will likely generate a total of \$2.31 billion this year on these advertisements. This amount would make up a total of 15.4% of the market in the United States. While eMarketer has high hopes and estimates for Google, the same picture was not painted for Facebook, especially when it came down to online display advertisements and the revenue that Facebook will earn from these advertisements. It is believed that Facebook is going to generate a total of \$2.16 billion which is considerably high but is lower than the previous estimate that eMarketer had made, which was \$2.58 billion for the year. In the meantime, the Vice President of Google, Neal Mohan, has said, "We're seeing strong growth in our brand business. Measurement and creative formats are top of mind for clients these days." While the Vice President of Google had no problem providing a statement, Facebook declined to provide any commentary on the current estimates that had been made by eMarketer. A number of advertising executives found the estimates from eMarketer a bit surprising, especially since Google is known for being the leader of search advertisements. The recent rise of display advertisements for Google shows that they have a set objective and have been working toward reaching their goals when it comes to advertising. Back in February, it was estimated that Facebook would end up gaining around 16.8 percent of this particular advertising market, with Google falling shortly behind at 16.5%. However, they revised the original forecasts of the company due to lower prices for display advertisements that took place this year and the number of major brands that were a bit reluctant to spend too much on this particular form of advertising. Over the past few years, Google has been relying heavily on search ads but has since been looking into earning more with display ads, which are typically featured on YouTube and other websites.