Majority of Ad Spending Was in TV
12 Months from April 2019 to March 2020

Facebook
- TV 82% = $404.8 million
- Other traditional 7%
- Digital 11%

Microsoft
- TV 68% = $427.4 million
- Other Traditional 2%
- Digital 30%

Google
- TV 60% = $420.7 million
- Other traditional 12%
- Digital 28%

Amazon
- TV 54% = $1.02 Billion
- Digital 41%

Digital Companies Spend Significantly on TV Compared to Other Top Spenders

TV Total Dollars
April 2019 - March 2020

- Amazon: $1,018,302,880
- Microsoft Corp: $427,470,805
- Google: $420,695,431
- Facebook Inc: $404,849,022
- Unilever: $391,450,482
- Walmart Inc: $365,555,021
- Hyundai Corp: $318,966,013
- Target Corp: $307,310,427
- Coca-Cola Co: $302,256,606
- Subaru Corp: $290,973,514

Source: Kantar Media, 4/1/2019-3/31/2020 Spend on TV = Network, Spot, Cable Network, Syndication and Spanish Language Network