

# The Display Golden Age is right before us.

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Google's key note at the IAB MIXX Awards gave 7 predictions for the future of Display Ads by 2015, in what they say it will be the Golden Age of Display Advertising, already today, 99% of Google's top 1000 advertisers are running campaigns on the Google Display Network.

According to Google, the display revolution brings smarter campaigns with high-end technology available and computer power that can process vast quantities of data almost in real time, and is sexier with high engagement and social creatives.

## So the predictions are:

- 1- It's all about Video: Video Ads will be the single largest driver of the digital media market place bringing in a new model in 50% of all video - Cost-Per-View
- 2- 50% of all targeted display advertising will use real time bidding
- 3- Mobile will be the number 1 screen - bridge the offline world with online
- 4- 5 new metrics that will be more relevant to measure the impact of a display ad than the click is today
- 5- 75% of Ads will be socially enabled
- 6- 50% of brand campaigns will be Rich Media ads
- 7- Display will become a \$50 Billion industry

And we might be there before 2015! It will be interesting to see this again 5 years from now.

I just wonder if I agree with their belief that "online display advertising is the most fun you can have with your clothes on..." let me think again about that one.

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