

# Internet ad revenue falls 5 pct in first quarter

June 5 2009, By DEBORAH YAO , AP Business Writer

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(AP) -- Internet advertising revenue is down 5 percent.

The decline in the first quarter of 2009 represents the first year-over-year decline in seven years as the [recession](#) takes its toll even on the hardest of ad sectors.

The Interactive Advertising Bureau is estimating revenue of \$5.5 billion for the quarter. That's based on a study it commissioned PricewaterhouseCoopers LLP to conduct quarterly.

IAB Chief Executive Randall Rothenberg says growth should resume as the U.S. economic climate improves. He notes that interactive media continues to gain [market share](#) as companies want to better measure the effectiveness of their ads.

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