

US Internet ad revenue hit record in 2010

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People shop online in 2006 in Washington, DC. US online advertising revenue rose 15 percent last year to a record \$26 billion, the Interactive Advertising Bureau and PricewaterhouseCoopers said Wednesday.

U.S. Internet advertising revenue hit a record \$26 billion in 2010.

A PricewaterhouseCoopers report commissioned by the Interactive Advertising Bureau says that last year's ad revenue grew 15 percent from 2009. The previous record was in 2008, when full-year revenue hit \$23.4 billion.

The report, released Wednesday, says fourth-quarter [advertising revenue](#) also hit a record \$7.4 billion. That's up 16 percent from the fourth quarter of 2009.

By far the most popular ad format was search, which represented 46

percent, or \$12 billion, of the year's total revenue. This was up 12 percent from a year earlier.

PricewaterhouseCoopers partner David Silverman says more time spent online, boosted by the popularity of digital videos and social media, has helped fuel the ongoing [advertising](#) growth.

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