

NEWS BRIEFS

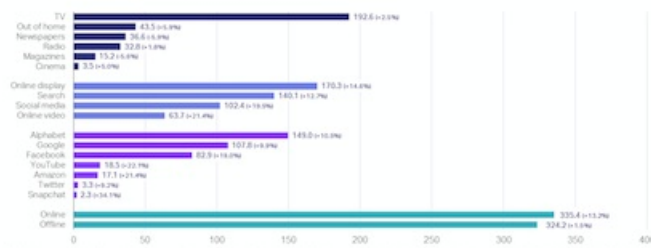
## Alphabet/Facebook ad duopoly, Kering and Armarium

March 4, 2020

### State of the industry: 2020

2020(f), US\$ billions, current prices

WARC Data



Note: There is an overlap between online display, online video and social media – care should be taken to avoid double counting. Google's search revenue only. Alphabet includes Google, YouTube and Google Network members' ad revenue and is before the deduction of traffic acquisition costs (TAC).

SOURCE: WARC Data, Global Ad Trends: The Adspend Outlook, February 2020

This year marks the turning point as Alphabet and Google cross TV in advertiser spending budgets worldwide. Image credit: WARC

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Google parent Alphabet, Facebook duopoly to overtake TV spend for first time](#)

Online advertising will account for more than half of a projected \$660 billion in global ad spend for 2020, with Google parent Alphabet and Facebook combined taking 35 cents on the dollar.

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French luxury conglomerate Kering has made a name for itself by touting its eco credentials. So it took to social media to remind everyone that March 3 is World Wildlife Day.

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[Armarium, challenger to Rent the Runway in fashion rentals, falls victim to unforgiving retail market](#)

Cofounder/CEO Trisha Gregory penned an open letter to the Armarium audience, acknowledging progress and challenges in a fashion market where behavior is ingrained and competition intense.

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