Reviewer’s report

**Title:** The Rise of Digital Direct-to-Consumer Advertising?: Comparison of Direct-to-Consumer Advertising Expenditure Trends from Publicly Available Data Sources and Global Policy Implications

**Version:** 2  **Date:** 4 May 2015

**Reviewer:** Thomas Vreugdenburg

**Reviewer’s report:**

The authors have addressed all of my requested revisions, noting that the problem with hyperlinks persists. I understand that hyperlinks should be enclosed within square brackets as per the journal’s style guide; however, the hyperlinked web address itself should not include the bracket, as it still does. This is probably an issue with PDFing the word document, and can be fixed by the journal editors prior to publication.

**Level of interest:** An article whose findings are important to those with closely related research interests

**Quality of written English:** Acceptable

**Statistical review:** No, the manuscript does not need to be seen by a statistician.

**Declaration of competing interests:**

I declare that I have no competing interests