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: 26 April 2015

Reviewer: Joel Lexchin

Reviewer's report:

The authors have responded to all of my initial concerns and I have no further comments.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

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

Declaration of competing interests:

I have no competing interests.