

# US Entertainment Industry Digital Ad Spending Growth Will Rebound by Over 20% in 2021

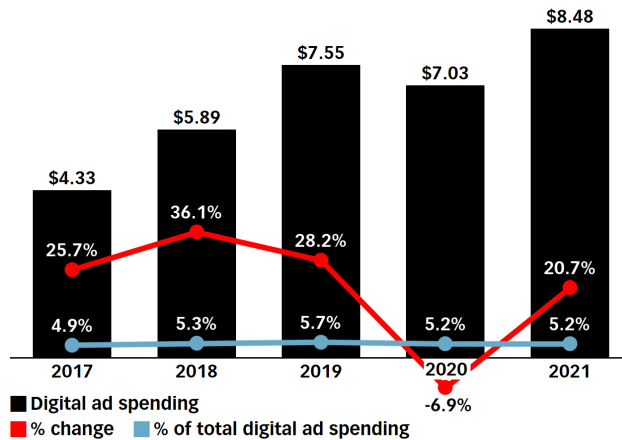
**ARTICLE | OCTOBER 27, 2020**

**Alicia Phaneuf**

The cancellation of live events—including concerts, theater shows, and sports—has caused entertainment advertisers to pull back their ad spending significantly. This year, digital ad spend in the US entertainment industry will drop by 6.9% to \$7.03 billion.

## Entertainment Industry Digital Ad Spending in the US, 2017-2021

billions, % change and % of total digital ad spending



Note: includes amusement and recreation, box office, film, music, TV and video games (excluding video-game hardware); includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms

Source: eMarketer, August 2020

T11205

www.eMarketer.com

Spending should recover in 2021 as live entertainment returns. Next year, entertainment digital ad spending will increase by 20.7% to reach \$8.48 billion, exceeding pre-pandemic levels.

Read More:

- [Pandemic Causes Media and Entertainment Digital Ad Spending to Decline Despite Uptick in Streaming and Gaming](#)
- [3 Key Trends Shaping the Media Landscape This Year](#)
- [US digital video viewership will reach 244.4 million in 2020, driven by increases in the youngest and oldest age groups](#)

*eMarketer and Business Insider Intelligence have **joined forces** to become the leading research company focused on digital transformation. For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to Chart of the Day](#)*