

Linear TV's shrinking ad share gets even smaller

Article



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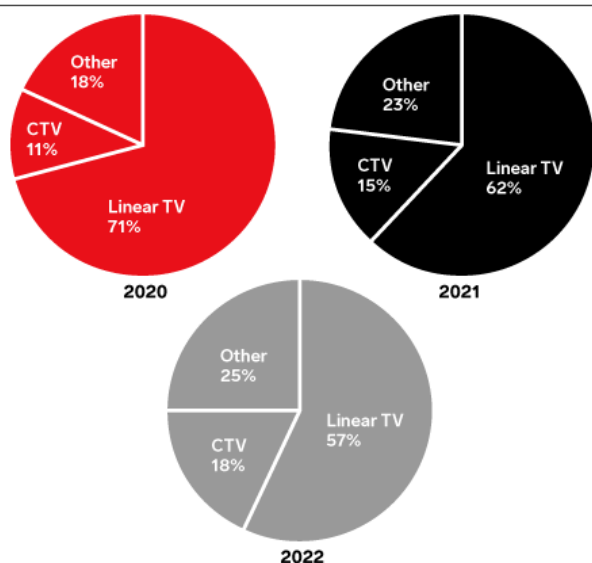
This year, **57%** of US video ad spending will go to linear TV, a decline from **62%** in 2021 and **71%** in 2020. By comparison, ad spend share is increasing for connected TV (CTV) and other digital formats such as social video.

Beyond the chart: 2022 will be linear TV's last year as the dominant ad channel in the US. For the first time, not only will its share of the ad market dip below **20%**, but digital video will

draw more investment, per our forecast. As CTV becomes synonymous with watching TV, ad buyers are preparing for the linear and CTV marketplaces to converge and approaching both channels with similar strategies.

Share of US Video Ad Spending, by Type, 2020-2022

% of total



Note: figures for 2022 are projections

Source: Interactive Advertising Bureau (IAB), "Video Ad Spend 2021 & Outlook for 2022" conducted by Advertiser Perceptions, May 2, 2022

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