

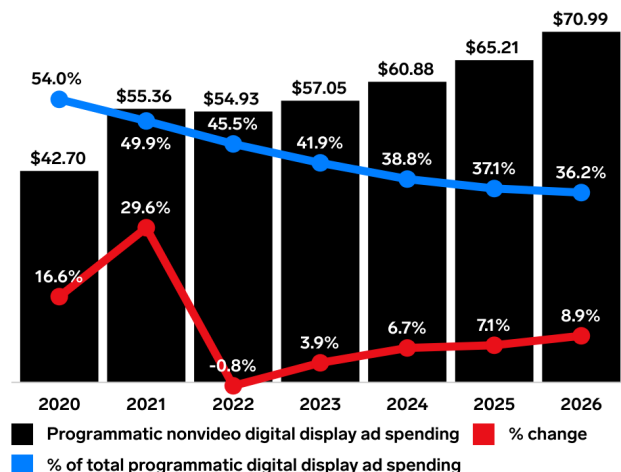
Programmatic nonvideo display is losing share to video, native ads

Article



Nonvideo Display Will Represent Less Than 40% of Programmatic Display Ad Spending in 2024

billions in US programmatic nonvideo digital display ad spending, % change, and % of total programmatic digital display ad spending, 2020-2026



Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes sponsorship, nonvideo rich media and nonvideo native ads, and ads on social networks like Facebook and X; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices
Source: EMARKETER Forecast, June 2024

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Key stat: Though programmatic nonvideo digital display ad spend will continue to grow through 2026 when it will hit \$70.99 billion, its share of total **programmatic** digital display ad spend is declining, according to our forecast.

Beyond the chart:

- There are about three times more banner ads for sale across the web than video ad units, according to Sincera data.
- However, though banner ads remain essential to web publishers, other formats, like video and native ads, are gaining popularity as publishers try to diversify revenues, according to our [Web Publisher Monetization 2024 report](#).

Use this chart: Marketers can use this chart to highlight the need to diversify programmatic investment and justify exploration of more interactive ad formats like video.

Related EMARKETER reports:

- [Web Publisher Monetization 2024](#) (Subscription required)
- [Programmatic Ad Spending Benchmarks: Q4 2024](#) (Subscription required)

Note: Nonvideo rich media includes nonvideo ads which feature various levels of interaction (including scrolling, expanding, or clicking within the ad) such as splash screens, pop-up and pop-under ads, daughter windows, interstitials and superstitials, and digital audio ads for all formats mentioned.

Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues of major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and EMARKETER interviews with executives at ad agencies, brands, media publishers, and other industry leaders.