

# Instagram Stories generate a quarter of the platform's ad revenues worldwide

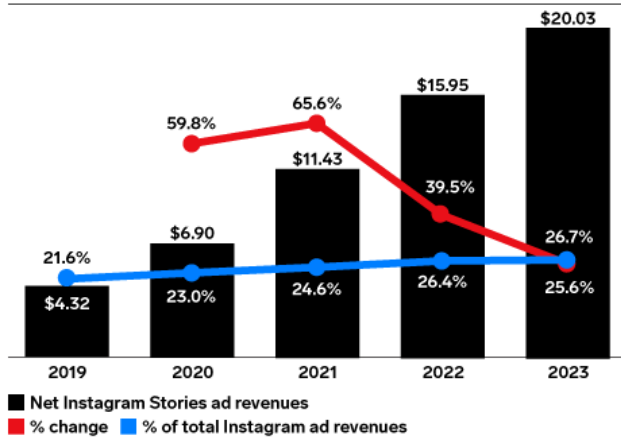
Article

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**Instagram Stories ads will bring in \$15.95 billion worldwide in 2022, more than one-quarter of the platform's global net ad revenues. Ad spending is growing faster for Stories than for the Instagram Feed, as the Meta-owned company continues amassing influence.**

### Net Instagram Stories Ad Revenues Worldwide, 2019-2023

billions, % change, and % of total Instagram ad revenues



Note: 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; excludes spending by marketers that goes toward developing or maintaining an Instagram presence; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites  
Source: eMarketer, Oct 2021

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