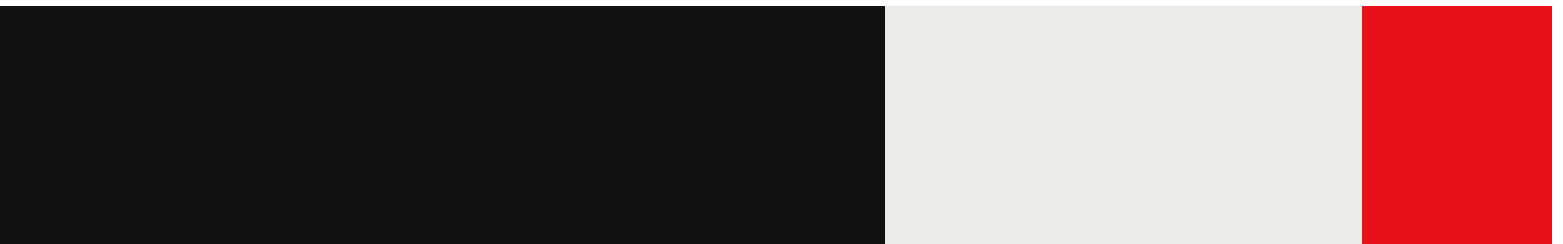


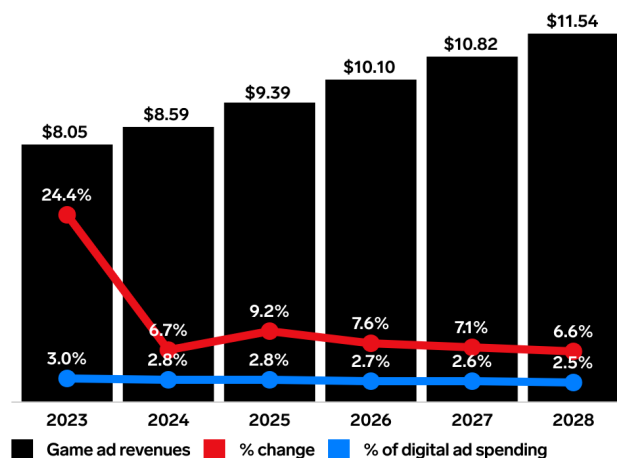
US game ad revenues growth slows

Article



Game Ads Will Earn About \$1 of Every \$36 Spent on Digital Ads in the US in 2024

billions in US game ad revenues, % change, and % of digital ad spending, 2023-2028



Note: excludes advertising on esports, gaming video content, and payments to influencers or other creators to produce sponsored content; includes advertisements placed within games on mobile, console, desktop/laptop, and handheld devices
Source: EMARKETER Forecast, March 2024

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Key stat: Following nearly 25% growth in 2023, US [game ad](#) revenues will total \$8.59 billion this year, a growth of 6.7% over 2023, per our March 2024 forecast.

Beyond the chart:

- US game ad revenues won't cross the \$10 billion mark until 2026, and gaming's share of digital ad spend is decreasing, as noted in our [US In-Game Ad Revenues Forecast 2024](#) report.
- Most in-game ad spend goes to [mobile](#), and most of the ads are bought by game developers.
- Nonetheless, advertisers should pay attention as intrinsic ads, which appear in games themselves, and [programmatic](#) ads increase and as [e-sports](#) and other forms of gaming video content take off on YouTube and Twitch.

Use this chart:

- Evaluate gaming ad spend.

More like this:

- [Why advertisers need to keep up with consumer changes in streaming, social search, and gaming](#)

- Where and how Gen Alpha consumes content: From YouTube to Netflix to Roblox
- Gen Zers are the most adventurous and active digital participants
- US In-Game Ad Revenues Forecast 2024 (*EMARKETER subscription required*)

Note: All numbers are EMARKETER estimates.