

# Mobile drives US entertainment digital ad spend

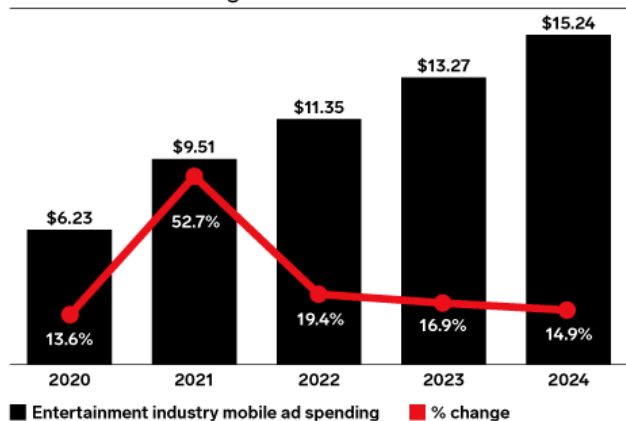
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

This year, US entertainment industry mobile ad spend will surpass **\$11 billion**, growing **19.4%** from 2021. Growth will slow but remain in the double digits through 2024, when spend will top **\$15 billion**.

## US Entertainment Industry Mobile Ad Spending, 2020-2024

billions and % change



Note: includes classifieds, display (banners and other, rich media, and video), email, lead generation, messaging-based advertising, and search advertising; includes ad spending on tablets

Source: eMarketer, Aug 2022

277070

eMarketer | InsiderIntelligence.com

**Beyond the chart:** The industry will invest close to **\$15 billion** in digital ads overall this year, and nearly **\$20 billion** come 2024. That means more than **3 in 4** entertainment digital ad dollars will go to mobile in 2022, as has been the case since 2018.

Video is a major trend to watch in entertainment advertising, accounting for **45.0%** of the industry's digital ad spend this year, up from **31.6%** in 2018.

### More like this:

- Report: [Media and Entertainment Ad Spending 2022](#)
- Article: [How streaming video has surged in less than a decade](#)
- Article: [Entertainment digital ad spend gets a boost as media growth slows](#)

Read yesterday's Chart of the Day [here](#).

*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 from 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.*