

Ad spend on connected TV will increase alongside time spent

Article

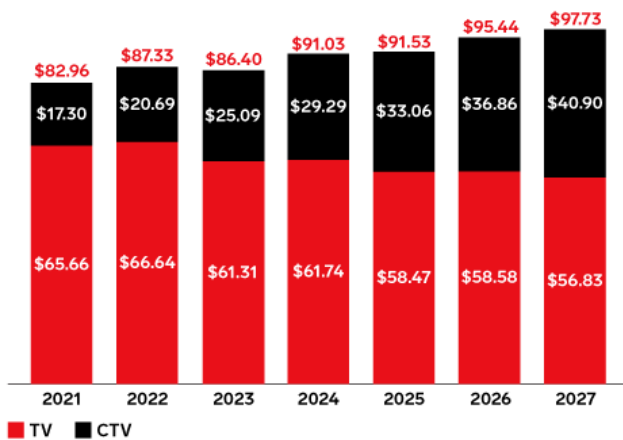
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US connected TV (CTV) ad spend will continue to grow through 2027, when it will reach \$40.90 billion, according to our forecast. Apart from a small bump next year, ad spend on TV

(including broadcast and cable TV) will decline over the next few years. Still, TV's share of total ad spend is larger than CTV's, indicating it remains a key player in marketers' ad strategies.

US TV and Connected TV (CTV) Ad Spending, 2021-2027

billions



Note: TV includes broadcast TV (network, syndication, and spot) and cable TV; excludes digital; CTV includes digital advertising that appears on CTV devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising
Source: eMarketer, April 2023

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eMarketer | InsiderIntelligence.com

Beyond the chart: CTV's ad growth is happening in conjunction with consumers' increasing time spent on the channel, according to our April report "[Connected TV Ad Spending Leads the Way in Growth](#)." US adults will spend 1 hour and 51 minutes (1:51) on CTV this year, outpacing time spent on mobile video (1:06) and desktop video (0:24).

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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.