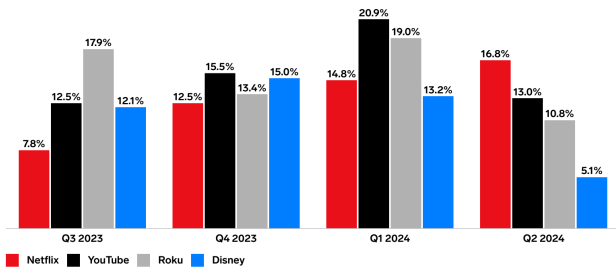


# YouTube, Roku, and Disney saw CTV ad revenue growth taper in Q2, while Netflix climbed

Article





Note: YouTube includes all YouTube ad revenues and excludes revenues from subscriptions (i.e., YouTube Premium and YouTube TV); Roku includes platform revenues only (i.e., from The Roku Channel), includes subscription fees, ad revenues, and licensing fees, and excludes device revenues; Disney includes all direct-to-consumer revenues, which include Disney+ and Hulu  
Source: company earnings releases, Aug 2024

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**Key stat:** [Netflix](#) saw a 16.8% increase in digital ad revenue in Q2 2024, marking the fourth consecutive quarter of growth, according to the company's earnings. YouTube's and Roku's digital ad revenue growth peaked in Q1 2024, while Disney's streaming revenue growth peaked in Q3 2023.

### Beyond the chart:

- Netflix's ad-supported tier is less than two years old and still has room to grow. This year, its [connected TV \(CTV\)](#) ad revenue will reach \$760 billion, growing 36.8% YoY, according to our March 2024 forecast.
- By phasing out its basic ad-free plan and cracking down on password sharing, Netflix is taking action to boost ad-supported subscriptions.

**Use this chart:** CTV advertisers can use this chart to evaluate spend per platform and highlight growth milestones for major streamers.

### Related EMARKETER reports:

- [Earnings Report: How Is Digital Advertising Spending Performing Halfway Through 2024?](#) (Subscription required)
- [US Ad-Supported vs. Ad-Free Streaming Video Viewers 2024](#) (Subscription required)