

Ad-supported streaming to gain triple the viewers of subscription video this year

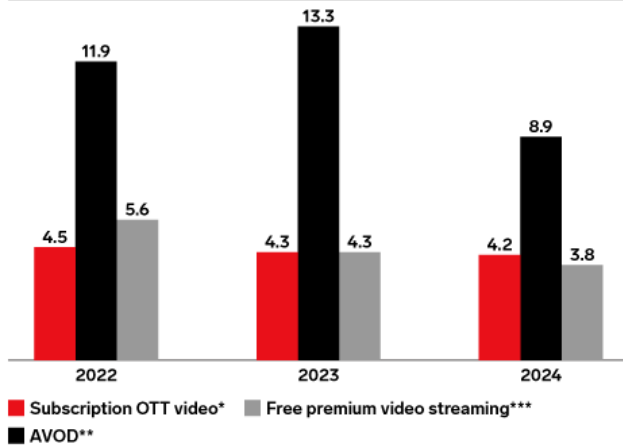
Article

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Ad-supported video-on-demand (AVOD) services will gain more than triple the US viewers that subscription OTT video will this year, per our forecast. AVOD will add 13.3 million viewers, including 4.3 million from free premium platforms, for a total of 157.1 million. Meanwhile, subscription OTT services will gain 4.3 million viewers to reach 222.2 million.

US Subscription OTT Video*, Ad-Supported Video-on-Demand (AVOD), and Free Premium Video Streaming*** Viewer Gains, 2022-2024**

millions



Note: *individuals of any age who watch video at least once per month via any app or website that provides paid subscription access to streaming video content over the internet and bypasses traditional distribution; examples include Amazon Prime Video, Disney+, Hulu, Netflix, Sling TV, and YouTube Premium; **individuals of any age who watch videos at least once per month (via app or website) on an ad-supported platform that primarily offers professionally produced content; examples include Hulu, Peacock, Pluto TV, The Roku Channel, and Tubi; viewers of Disney+'s and Netflix's ad-supported tiers will be included as these options are rolled out; excludes services like Twitch and YouTube; AVOD services are not mutually exclusive; there is overlap between groups; ***individuals of any age who watch videos (via app or website) on a free-to-access ad-supported platform that primarily has professionally produced content at least once per month; examples include Pluto TV, The Roku Channel, and Tubi; excludes services like Hulu, YouTube, and Twitch; free premium video streaming services are not mutually exclusive; there is overlap between groups
Source: Insider Intelligence, March 2023

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InsiderIntelligence.com

Beyond the chart: Connected TV—where much of digital video viewing takes place—will see ad spend hit \$25.09 billion this year, according to our forecast. AVOD is the one to watch as streaming services focus on profitability through new ad plans, which are **paying off for Netflix**, and new ad formats, like those of the newly rebranded Max.

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Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies, sales projections, historical trends, company-specific data, and demographic and socioeconomic factors.