

US connected TV advertising will approach 60% growth by year-end

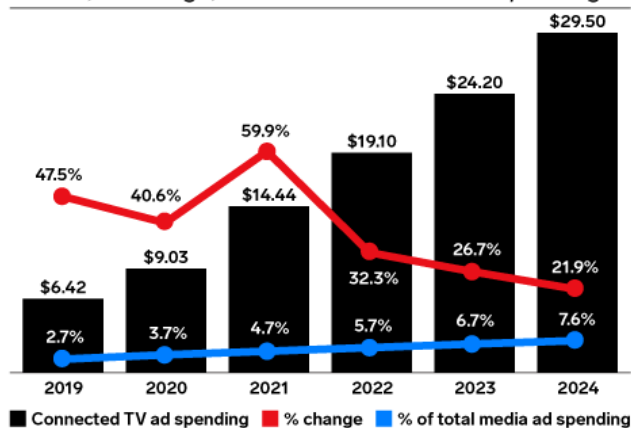
Article



The forecast: Connected TV (CTV) ad spend will reach **\$14.44 billion** this year, up **59.9%** from 2020.

US Connected TV (CTV) Ad Spending, 2019-2024

billions, % change, and % of total media ad spending



Note: 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, Oct 2021

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eMarketer | InsiderIntelligence.com

Dive deeper:

- According to Peter Vahle, eMarketer senior forecasting analyst at Insider Intelligence, "Demand for CTV advertising has rebounded strongly this year as marketing budgets return to normal and ad inventory increases thanks to the launch and expansion of new ad-supported streaming services. CTV ad prices are also significantly higher than last year, which has driven up the overall spend."
- At this point, all major networks have ventured into CTV. **Disney** has **Hulu**, **ViacomCBS** has **Pluto TV**, and **Fox** has **Tubi**. **YouTube** and **Roku** also command a large share of CTV revenues, though these competitors differentiate themselves as digital-first companies.
- Hulu makes more ad revenues from CTV than any other company we forecast, collecting **\$3.13 billion** in 2021. It's followed by YouTube at **\$2.54 billion** and Roku at **\$1.58 billion**.
- We don't yet publish forecasts on CTV newcomers like **Paramount+** and **Peacock**, but these players have major potential to gain share in the CTV ad market.
- CTV ad revenue growth will slow following this year's spike. However, CTV ad spend will continue to gain share of overall digital ad spending through 2025, passing **10%** by 2024.

Looking ahead: US CTV ad spending will more than double by 2025, soaring past **\$30 billion**.