

Tallying Digital Video Spending at the Upfronts

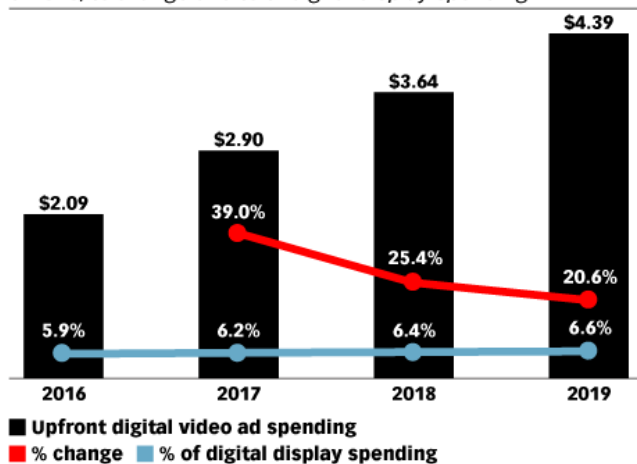
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eMarketer Editors

The amount of money committed to digital video ads during the US TV Upfronts and Digital NewFronts season will reach \$3.64 billion in 2018, according to new estimates from eMarketer.

That's a 25.4% increase over last year. Upfront video spending will further grow by 20.6% in 2019, eMarketer projects.

US Upfront Digital Video Ad Spending, 2016-2019
billions, % change and % of digital display spending



Note: digital video ad spending committed in advance, including spending resulting from the TV Upfronts, the IAB Digital Content NewFronts and other events/meetings throughout the year
 Source: eMarketer, April 2018

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The upfront spending data is highlighted in a new eMarketer report, "Q2 2018 Digital Video Trends: Monetization, Audience, Platforms and Content," which also digs into subscription revenues, new audience estimates, and video content trends.

Upfront dollars make up a considerably smaller share of total US digital video and rich media ad spending compared with TV, noted Paul Verna, eMarketer principal analyst and author of the report.

"The TV Upfronts have been ingrained for decades as a marketplace for primetime TV ad inventory," he said. "Buyers get a discount on ad rates in exchange for making upfront commitments to TV networks."

By contrast, the digital space is more fluid and unpredictable, he said. Shows don't have regular schedules or uniform lengths, and a large portion of ad inventory is transacted programmatically.

eMarketer Live: Digital Video Advertising — Best Practices

Join us for a live-video presentation featuring Paul Verna for a timely look at the challenges faced by advertisers in a market racked by worries about brand safety, inaccurate reporting and constantly evolving platform offerings. [Click here to register for Thursday's live-video presentation.](#)

On the latest episode of eMarketer's "Behind the Numbers" podcast, Paul Verna discusses video ad spending trends plus other key developments in the video ad market.