

Keeping up with the commercials: Why post-pandemic TV ad spending won't waver

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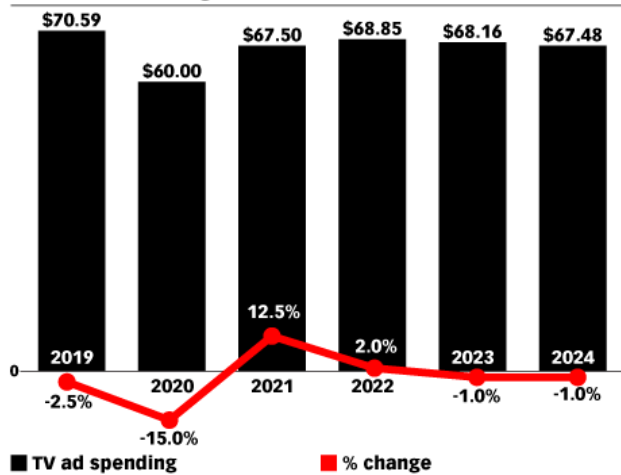
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Traditional TV may be threatened by digital alternatives, but TV ad spending won't be backing down any time soon, as evidenced by last night's Super Bowl commercials. Even though TV ad spending took a pandemic-powered punch in 2020, Insider Intelligence predicts it will score big in 2021, and then stabilize at around **\$68 billion a year** through 2024. So, while **connected TV (CTV)** scores ad spending touchdowns, traditional TV continues marching up the field.

US TV Ad Spending, 2019-2024

billions and % change



Note: includes broadcast TV (network, syndication and spot) and cable TV; excludes digital
Source: eMarketer, Oct 2020
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