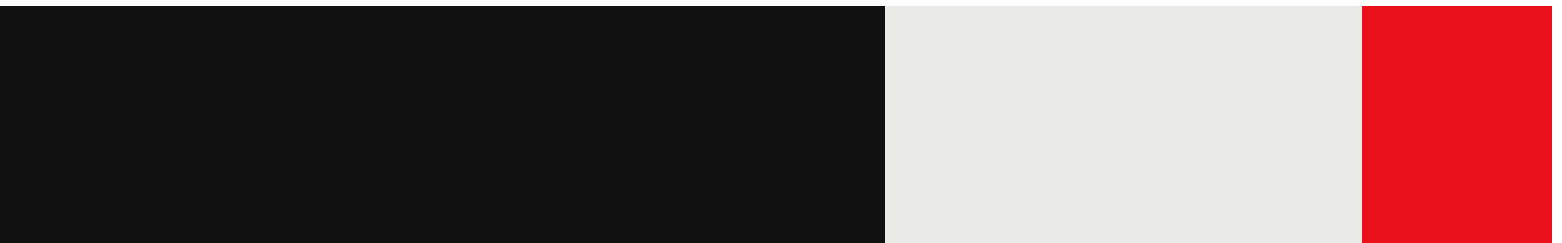


The streamers where brands are allocating upfront spend

Article



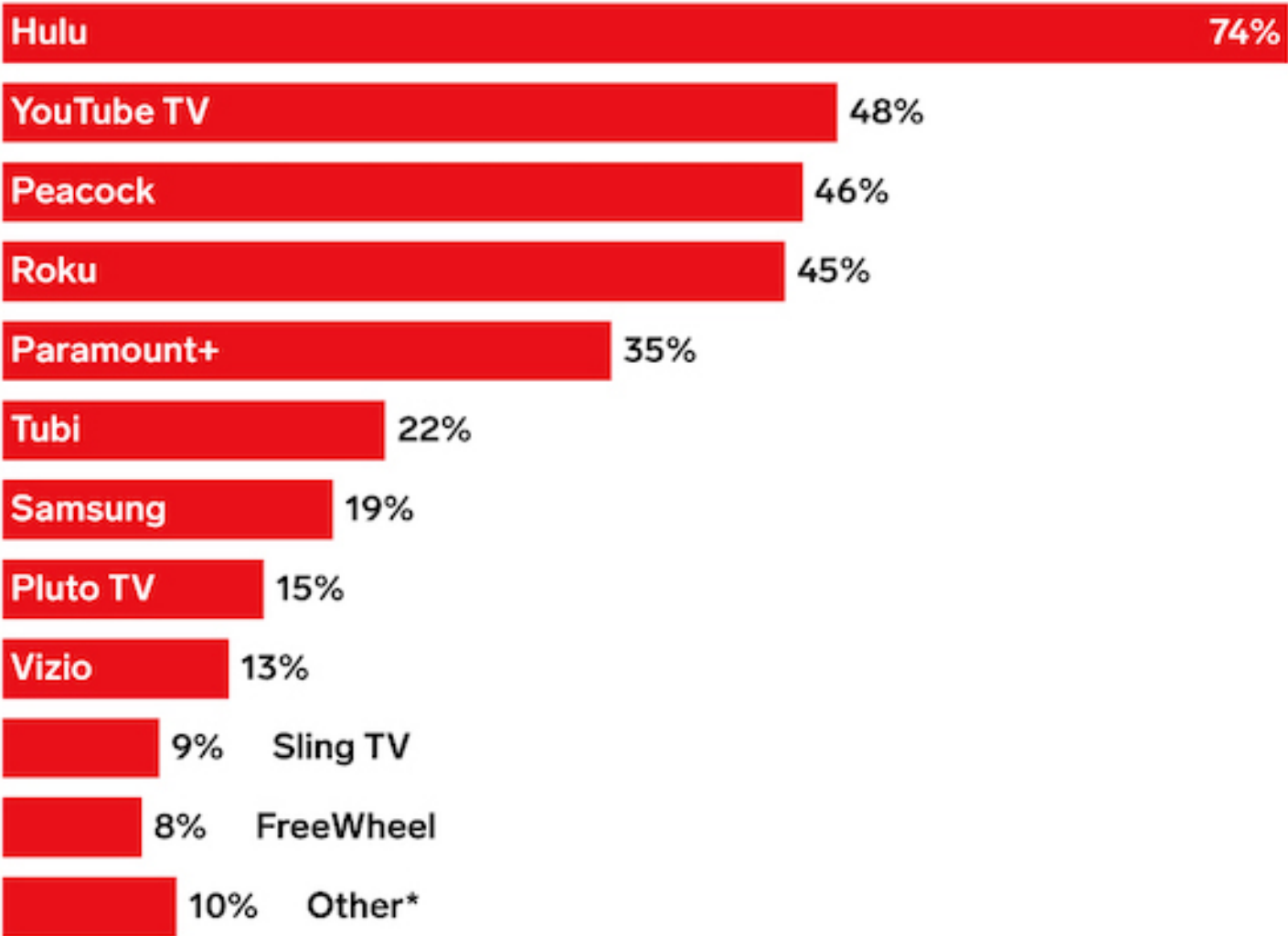
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Hulu was the star of upfront streaming spend in iSpot.tv's March survey, with 74% of brands and advertisers saying they were allocating spend to the platform. YouTube TV also had a

huge showing, with almost half (48%) of respondents saying they were assigning spend to it. Peacock, Roku, and Paramount+ rounded out the top five.

Streaming Platforms to Which US Brand/Advertising Professionals Are Allocating Upfront Spending, March 2023

% of respondents



Note: *includes Amazon, CW, Discovery+, Disney+, ESPN+, Apple+, HBO Max/Warner Bros. Discovery, Facebook/Instagram, Snap
Source: iSpot.tv, "2023 Upfronts Survey Results," April 20, 2023

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Beyond the chart: As more streamers like Netflix and HBO Max pivot to ad-supported video, having a strong foothold in the market is a win for platforms. YouTube is in decent shape despite competition, as **nearly half of all US viewing** for the platform is now happening on TVs, according to our forecast.

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Methodology: Data is from the April 2023 iSpot.tv "2023 Upfronts Survey Results." 519 US brand, advertisers, and agencies were surveyed during February 24-March 24, 2023.