

Streaming services are likely to win bigger share of upfront ad spending

Article

The news: Though traditional TV networks are the primary players in the US upfronts, streaming services will likely emerge as the prime beneficiaries this year.

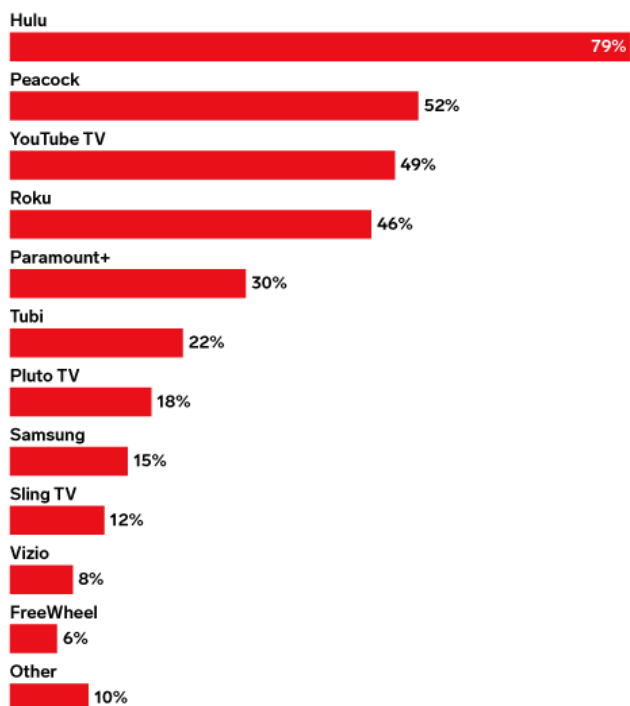
- Upfront CTV ad spending will rise **34.6% to \$6.41 billion** in the US this year. That alone will mirror what was spent on CTV in its entirety three years ago.

- For the first time, CTV will account for more than two-thirds of US upfront digital video advertising spending in 2022. Upfront spending accounts for about one-third of total CTV ad spending.
- Total US TV upfront ad spending will be flat at **\$19.21 billion** in 2022-2023.

Brands in demand: An April survey by iSpot found that nearly four-fifths of respondents intended to devote upfront dollars to **Hulu**, while about half planned to spend with **Peacock**, **Roku**, and **YouTube TV**.

Streaming Platforms to Which US Brand/Advertising Professionals Are Allocating Upfront Spending, April 2022

% of respondents



Source: iSpot.tv, April 25, 2022

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Streaming prices rise: Streamers have taken advantage of their desirable positions to ask for higher CPMs (cost per one thousand viewers) at upfronts this year.

- **Warner Bros. Discovery**, now with several major streaming services under its belt, has increased its asking prices by anywhere from **15% to 25%**, according to some buyers.

- Others have followed suit. **Disney+** CPMs have exceeded Hulu's for some programs, and **NBCUniversal** said it's nearly sold out its inventory at increases "in the high single digits."

See our report: *For more info on how much advertisers will spend during the upfronts, check out [Upfront TV and Digital Video 2022: A Return to Normalcy for a \\$20 Billion Market](#).*