

# Linear TV still reigns in advertising time

Article



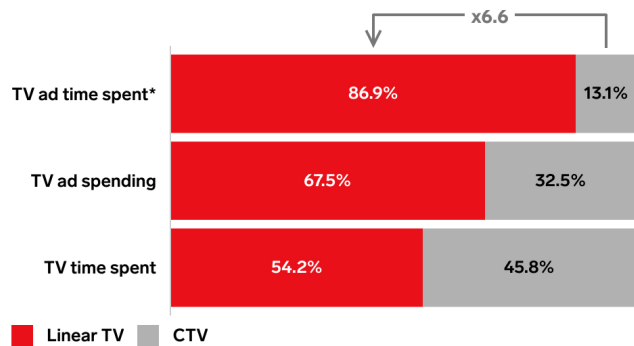
**Streaming doesn't generate ad inventory as consistently**

**Viewers still watch the vast majority of ads on TV screens via linear TV, even as its share of time spent dwindles.** Linear TV will account for more than half (56.5%) of total time US viewers spend watching video on TV screens in 2024, according to our forecast. In 2020, linear held nearly three-fourths (72.2%) of this time spent. Linear's share of time spent is shrinking because streaming's time spent share continues to grow. Clearly, linear TV and streaming viewer patterns are heading in opposite directions.

However, when it comes to generating ad inventory, linear TV far outstrips streaming. In Q2 2024, cable and broadcast linear TV accounted for nearly 90% of the time viewers spent watching ads on TV screens, according to ESHAP's analysis of Comscore data. That's due to the higher ad loads there and the commonality of ad-free streaming.

### Linear TV Generates About 6 Times as Many Ad Impressions as CTV

% of US TV ad time spent, TV ad spending, and TV time spent, linear TV vs. connected TV (CTV), 2024



*Note: ad time spent represents household time spent on viewing TV ads and counts vMVPDs like YouTube TV as linear TV; CTV ad spending includes display ads that appear on home screens and in-stream video ads from platforms like Hulu, Roku, and YouTube, and excludes network-sold inventory from traditional linear TV and addressable TV advertising; linear TV ad spending includes broadcast TV (network, syndication, and spot) and cable TV, and excludes digital; time spent includes ages 18+ and includes all time spent watching TV (includes live, DVR, and other prerecorded video, and excludes digital) and using the internet through a CTV device; time spent forecast from June 2024; \*ESHAP analysis of Q2 2024 data from Comscore's "The Score Report"*

*Source: ESHAP, "Settling the Score: An analysis of Comscore data by Evan Shapiro," Oct 8, 2024; EMARKETER Forecast, Nov 2024*

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Ad load estimates for linear TV vary, but generally the average is about 15 minutes of ads per hour. Streaming ad loads are much lighter, although they vary significantly, ranging from nearly 9 minutes per hour to 1 minute per hour, according to MediaRadar.

Although linear TV generates more than six times the amount of advertising time spent than CTV, the two are more similar in other regards. In total time spent, CTV is not far behind linear TV, according to our forecast. In ad spending, we forecast linear TV will receive about double the number of ad dollars as CTV in 2024.

This means that CTV generates more ad revenues per hour than linear TV. If Comscore's data is extrapolated out for the entire year and compared with our 2024 ad spending forecasts, then each percentage point of share of advertising time spent generates \$690 million for linear TV and \$2.2 billion for CTV.

Read the full report, US TV and Connected TV Ad Spending Forecasts H2 2024.

Report by Ross Benes Dec 06, 2024

## US TV and Connected TV Ad Spending Forecasts H2 2024

