

CTV is fueling the US TV ad industry

Article

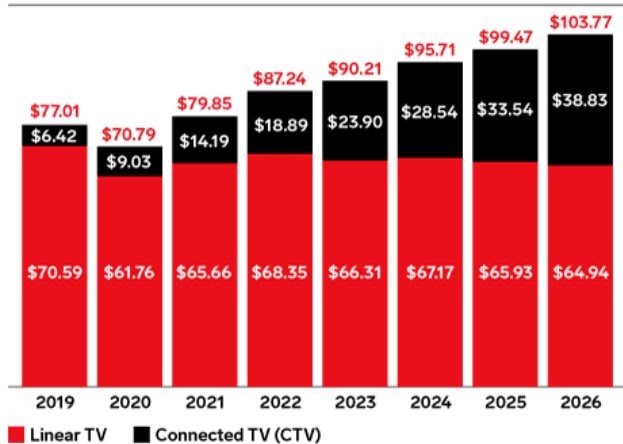
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US linear TV ad spending will hit **\$68.35 billion** this year and fall to **\$64.94 billion** in 2026. Despite that decline, ad spending on linear and connected TV (CTV) combined will increase from **\$87.24 billion** this year to more than **\$100 billion** in 2026 due to the surge in CTV viewing.

Beyond the chart: Networks are following this shift to digital and investing in ad-supported video-on-demand (AVOD) services, which are fueling CTV advertising. Premium streaming platforms like **Disney+** and **Netflix** are also pushing into the AVOD space, currently dominated by **Hulu** in the US. With **41.6%** of the population using AVOD services this year and time spent with CTVs and the like approaching **2 hours per day**, expect ad dollars to rush into these formats.

Combined US Linear and Connected TV (CTV) Ad Spending, 2019-2026

billions



Note: linear TV includes broadcast (network, spot, and syndication) and cable TV; excludes digital; CTV includes digital advertising that appears on CTV devices; examples include display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising
Source: eMarketer, March 2022

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