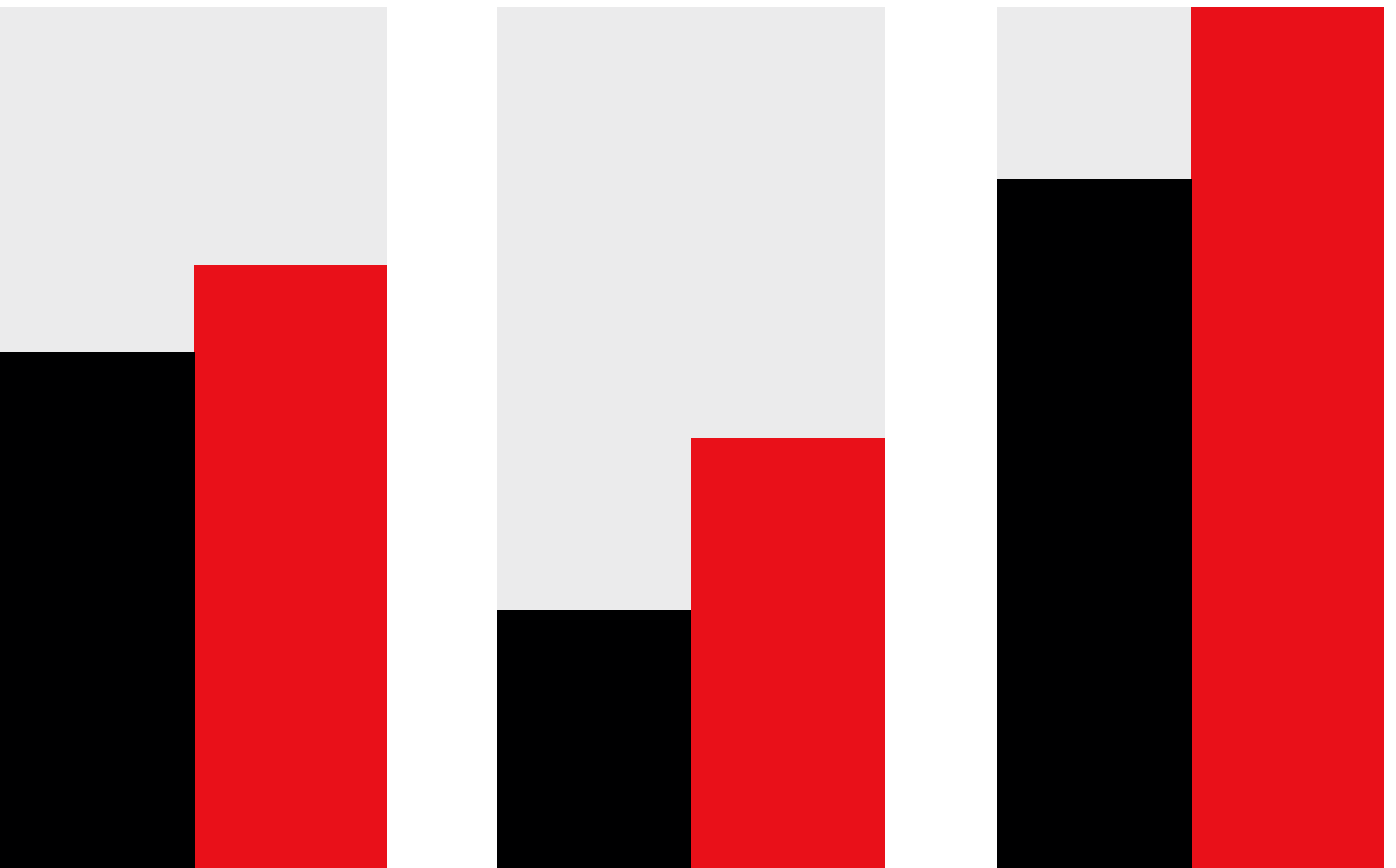


When will ad-supported viewing reach half of the US population?

Article



When will ad-supported viewing reach half of the US population?

Ad-supported video-on-demand (AVOD) viewing will reach more than half of the US population in 2026, up from 41.8% this year, per our forecast.

Beyond the chart: Subscription OTT video penetration will surpass **two-thirds** of the US population in 2025, according to our estimates. Netflix is the top video streamer, already reaching more than half of the population. The race for subscribers has evolved into a race for ad dollars.

“Netflix used to be seen as AVOD’s primary competitor,” said our senior analyst Ross Benes. “Now it could eventually become AVOD’s primary contributor.”

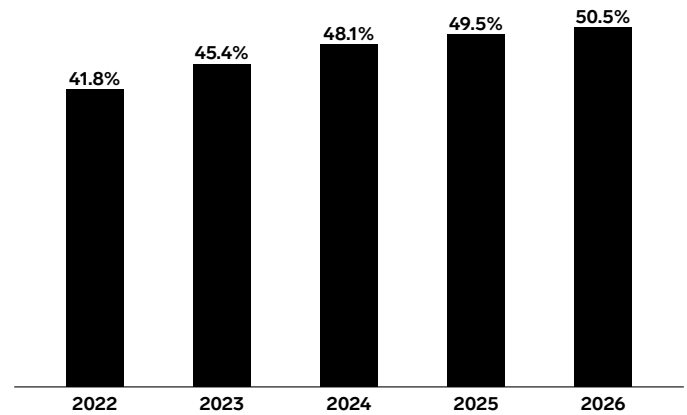
More like this:

- [Report: Q4 2022 Digital Video Trends](#)
- [Article: Netflix viewership still stands out](#)
- [Article: The US streaming ad market diversification story, as told by Netflix, Disney+, and Peacock](#)

Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies, sales projections, historical trends, company-specific data, and demographic and socioeconomic factors.

US Ad-Supported Video-on-Demand (AVOD) Penetration, 2022-2026

% of population



Note: individuals of any age who watch videos at least once per month (via app or website) on an ad-supported platform that primarily offers professionally produced content; examples include Hulu, Peacock, Pluto TV, The Roku Channel, and Tubi; viewers of Disney+'s and Netflix's ad-supported tiers will be included as these options are rolled out; excludes services like Twitch and YouTube; AVOD services are not mutually exclusive; there is overlap between groups

Source: eMarketer, Sep 2022

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