

Has TV ad spending hit its peak in the US?

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

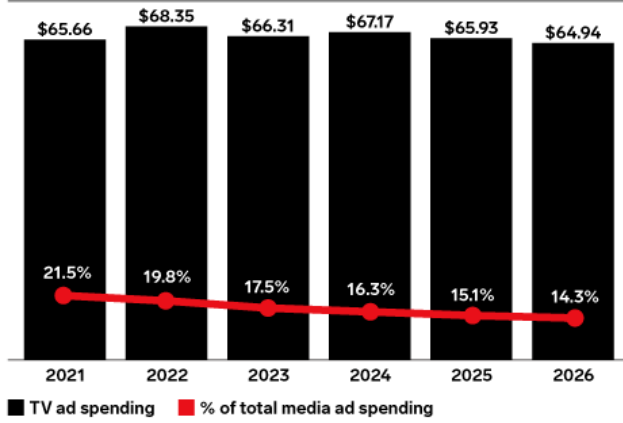
US spending on linear TV ads will peak this year at **\$68.35 billion**, up from **\$65.66 billion** in 2021. This figure will not surpass \$68 billion again for the next four years, with TV ad spend dropping to **\$64.94 billion** in 2026 as its share of total media ad spend decreases as well.

Beyond the chart: Cord-cutting has left its mark on the US ad market. Less than **half** of US households will shell out for pay TV next year, down more than **10 percentage points** from

2020. As viewers migrate to digital video, so will ad dollars: This year, US video ad spending will hit **\$76.20 billion**, exceeding that of TV by about **\$8 billion** and making up **22.0%** of the overall ad market.

US TV Ad Spending, 2021-2026

billions and % of total media ad spending



Note: excludes digital

Source: Insider Intelligence, April 2022

274047

InsiderIntelligence.com

More like this:

- Report: [Q1 2022 Digital Video Trends](#)
- Article: [3 new things in advertising](#)
- Article: [Streaming services turn their attention to ad-supported subscription tiers](#)