

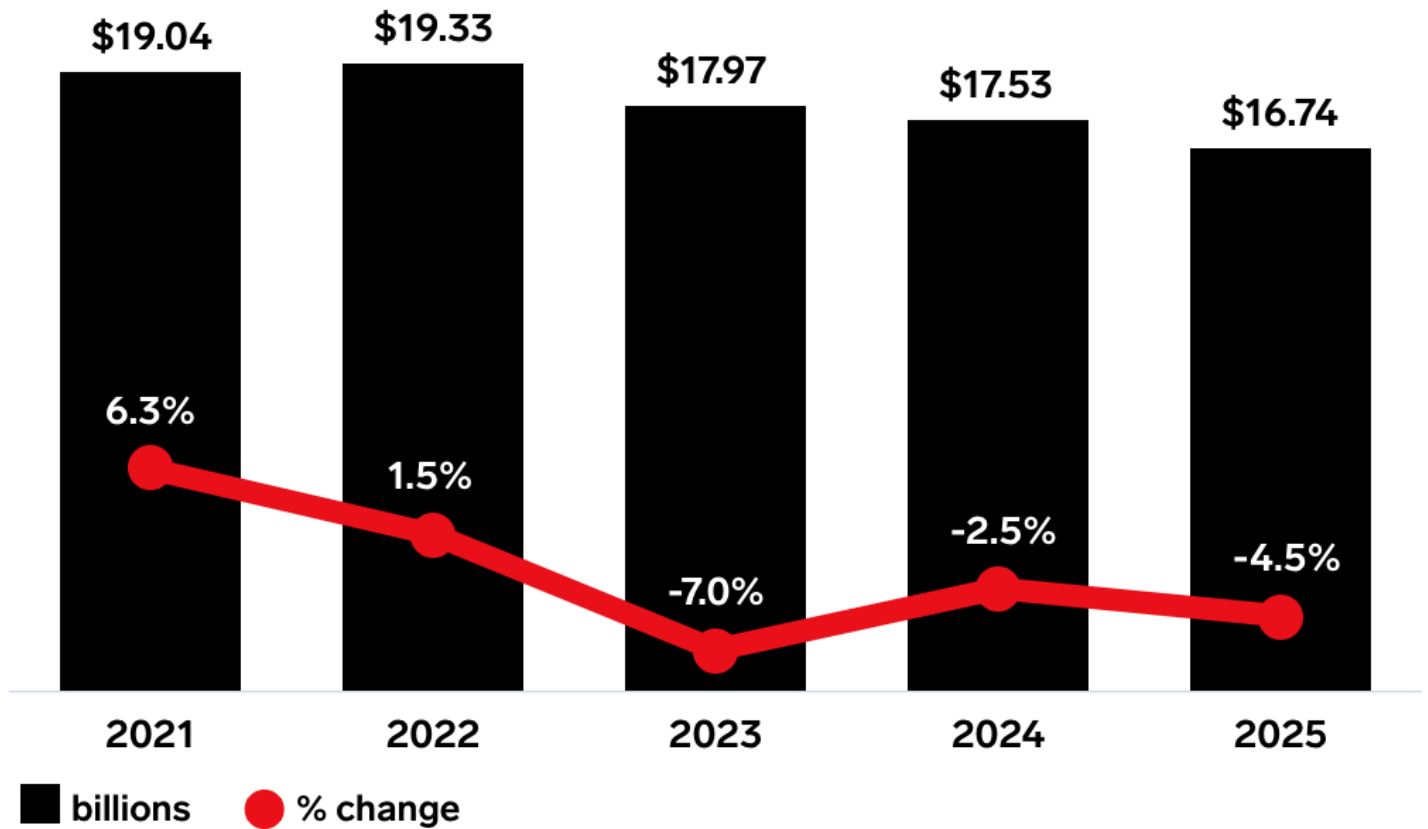
Upfront TV ad spend continues declines in 2024

Article



US Upfront TV Ad Spending

US, 2021-2025



Note: includes TV ad spending per broadcast year resulting from the national primetime TV upfronts; includes broadcast networks and cable channels; TV includes digital

Source: EMARKETER Forecast, May 2024

EM EMARKETER

Key stat: US upfront TV ad spend will decline this year by 2.5% and again in 2025 by 4.5%, marking three years of decline, per our May 2024 forecast.

Beyond the chart:

- As upfront **linear** ad spend declines, US upfront/NewFront digital video ad spend is on the rise.
- US upfront/NewFront digital video ad spend will increase by 37.3% to reach \$18.61 billion, per our May 2024 forecast.
- As **connected TV (CTV)** becomes more popular, 40% of US agency and marketing professionals are **reallocating funds from linear to boost CTV spend**, according to March 2024 data by Interactive Advertising Bureau (IAB), Advertiser Perceptions, and Guideline.

Use this chart:

- Demonstrate the need to diversify advertising beyond traditional TV.
- Make an argument for investing in CTV.
- Illustrate the decline in traditional advertising.

More like this:

- **3 milestones that mark the ascent of CTV: Ad spend, viewers, and major players**
- **5 charts to inform your video marketing strategy**
- **Reallocation from linear TV is the No. 1 source for funding CTV ad spend increase**
- **5 key stats on CTV: Growth normalizes, subscriptions reign, and ad spend evolves**