CTV ad market will more than double by end of 2026

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Next year, US connected TV (CTV) ad spend will hit $26.92 billion. This market has grown by double digits each year since we began tracking it in 2017, and it will continue to do so through the end of our forecast period in 2026.
Beyond the chart: Five years ago, CTV ad spend was just $2.80 billion. It rose by at least 50% annually until this year, when growth will slow to 23.0%.

That deceleration is natural as the US market nears saturation. But CTV faces a bright future, with people spending more time streaming than ever and platforms like Netflix and Disney+ rolling out new ad opportunities.

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Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions; historical trends of the advertising market; historical trends of each medium in relation to other media; reported revenues from major ad publishers; estimates from other research firms; data from benchmark sources; consumer media consumption trends; consumer device usage trends; and eMarketer interviews with executives at ad agencies, brands, media publishers, and other industry leaders.