

# CTV ad market will more than double by end of 2026

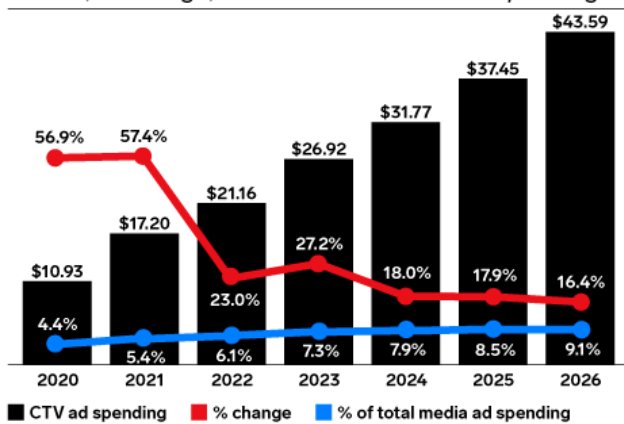
## Article

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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.

## US Connected TV (CTV) Ad Spending, 2020-2026

billions, % change, and % of total media ad spending



Note: digital advertising that appears on CTV devices; includes 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, Oct 2022

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**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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- Article: [Pitching CTV investment in 5 charts](#)
- Article: [How to improve your CTV strategy through data, partnerships, and iteration](#)

*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.*