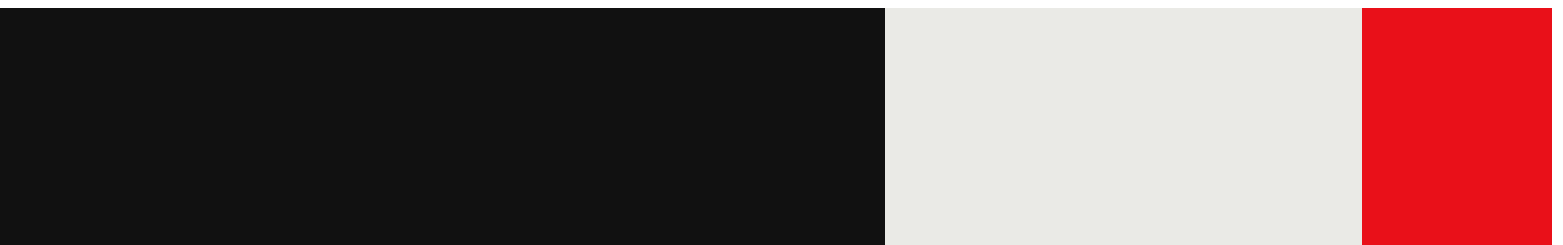


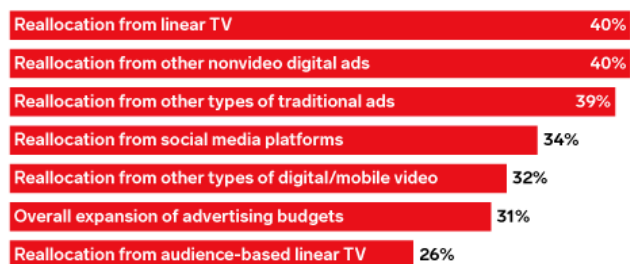
# Reallocation from linear TV is the No. 1 source for funding CTV ad spend increase

Article



## Sources for Funding the Increase in Connected TV (CTV) Ad Spending According to US Agency/Marketing Professionals, March 2024

% of respondents



Note: n=139 who are increasing CTV/OTT spending in 2024  
Source: Interactive Advertising Bureau (IAB), "2024 Digital Video Ad Spend & Strategy Report" in conjunction with Advertiser Perceptions and Guideline, April 25, 2024

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**Key stat:** 4 in 10 US agency and marketing professionals have reallocated ad dollars from linear TV to spend on [connected TV \(CTV\)](#), according to March 2024 data by Interactive Advertising Bureau (IAB), Advertiser Perceptions, and Guideline.

### Beyond the chart:

- 39% of US agency and marketing professionals moved funds out of their ad budget for other types of traditional channels, the same report found.
- US CTV ad spend will grow 18.8% this year, while [linear TV](#) will increase only 0.7%, bolstered by the Summer Olympics and elections.
- CTV will remain an important channel for advertisers, but we expect more moderate growth for 2025 and beyond, after leveling out from a boost driven by the introduction of [Amazon's](#) ad-supported tier.

### Use this chart:

- Assess your digital ad budget.
- Advocate for greater investment in CTV.
- Highlight the shift from traditional to digital.

### More like this:

- [3 milestones that mark the ascent of CTV: Ad spend, viewers, and major players](#)

- How programmatic political ads will impact the ad ecosystem from CTV to social media and more
- How to navigate fragmentation in CTV advertising
- What to Watch: H1 2024 TV Ad Spending Trends webinar

*Note: Data was provided to EMARKETER by Interactive Advertising Bureau (IAB).*

*Methodology: Data is from the April 2024 Interactive Advertising Bureau (IAB) "2024 Digital Video Ad Spend & Strategy Report" in conjunction with Advertiser Perceptions and Guideline. 364 US agency and marketing professionals were surveyed online by Advertiser Perceptions during February 15-March 1, 2024. All respondents were involved in digital video advertising decision-making and had \$1+ million in total annual ad spending in 2023. Guideline's digital video ad spend market size and growth rate estimates are based on its pool of ad billing data, including forward bookings, the IAB-commissioned Advertiser Perceptions quantitative survey, interviews with industry leaders, and other market estimates. The Guideline pool's coverage of the US advertising market is based on deterministic, census-level total media billings for all spending by the largest ad agencies, includes all 6 US major holding groups and most of the largest independents.*