

Entertainment digital ad spend gets a boost as media growth slows

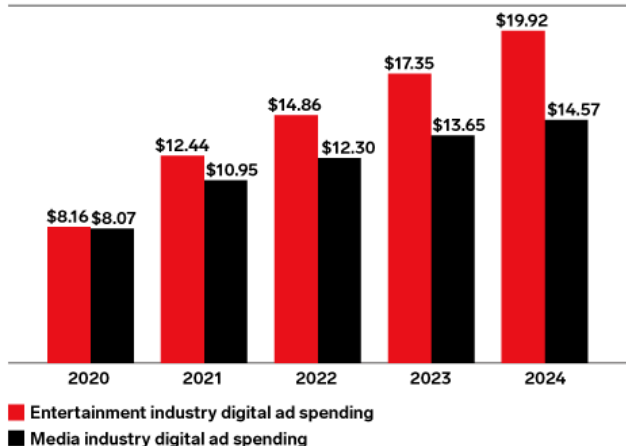
Article

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After surpassing media in digital ad spend during 2020, the entertainment industry continues to widen its lead in the US. This year, entertainment will lay out **\$14.86 billion**, exceeding the media industry's **\$12.30 billion**.

US Entertainment and Media Industry Digital Ad Spending, 2020-2024

billions



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms
Source: eMarketer, Aug 2022

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eMarketer | InsiderIntelligence.com

Beyond the chart: Media saw digital ad spend growth slow to the single digits in 2020, when the pandemic changed content consumption patterns in ways that favored entertainment firms such as streaming services and short-video apps. As entertainment invests aggressively in digital ads for the next few years, media will stick to a more conservative approach.

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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.