

What Insider Intelligence Analysts Expect in 2021: Screen distribution and connected TV operating systems

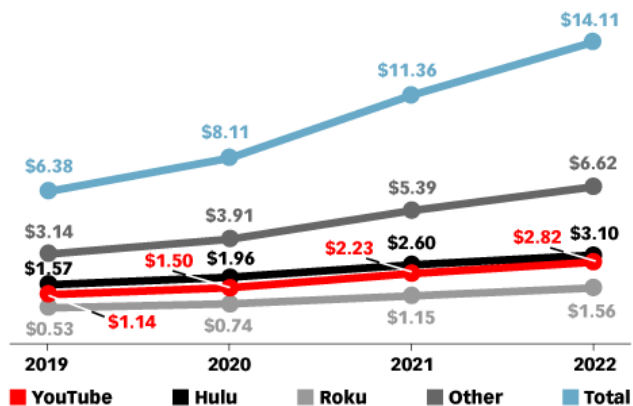
AUDIO |

Audrey Schomer, and Ross Benes

eMarketer senior research analyst Audrey Schomer and senior analyst at Insider Intelligence Ross Benes discuss what they're paying attention to in 2021 and why: the overhaul of traditional screen distribution and how connected TV's operating systems are fighting to control the user screen.

US Connected TV Ad Spending, by Company, 2019-2022

billions



Note: digital advertising that appears on connected TV (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; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites
Source: eMarketer, Oct 2020

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