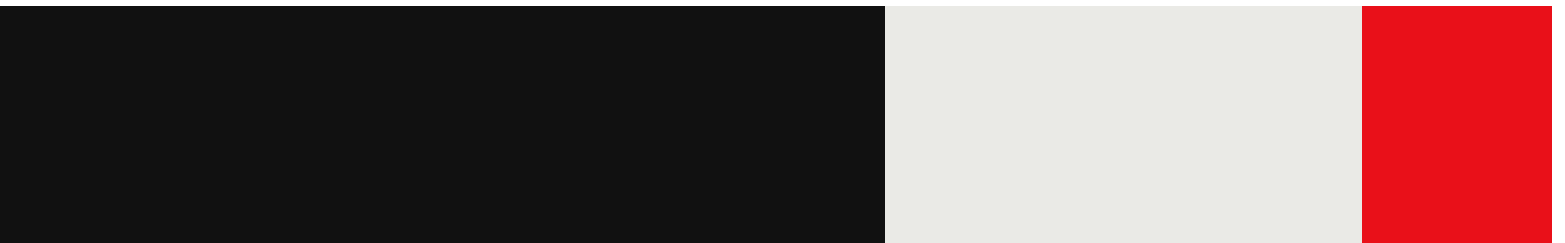


A majority of US CTV households use smart TVs

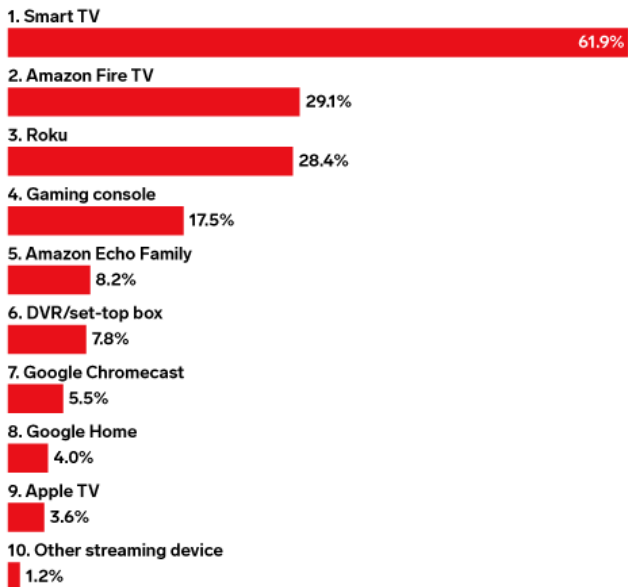
Article



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Top 10 Connected TV (CTV) Devices Among US CTV Households, Jan 2023

% of CTV households



Source: Comscore CTV Intelligence, "The New State of TV," May 11, 2023

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eMarketer | InsiderIntelligence.com

Key stat: Smart TVs are used by 61.9% of US connected TV (CTV) households, making them the top CTV device by far, per Comscore CTV Intelligence. In second and third place are Amazon Fire TV (29.1%) and Roku (28.4%), respectively.

Beyond the chart:

- There will be 230.1 million CTV users in the US this year, representing 67.8% of the population, according to our forecast.
- We expect smart TV users to make up nearly two-thirds of CTV users by 2027.
- Among US companies, Hulu will rake in the most CTV ad dollars this year (\$3.63 billion), followed by YouTube (\$2.89 billion) and Roku (\$2.19 billion), per our forecast.

Use this chart:

- Understand how US consumers are watching TV.
- Illustrate the fragmentation of the CTV ecosystem.

More like this:

- [Advertisers struggle to align ad dollars with the scale of CTV](#)
- [CTV is the future, but don't discount linear from your media mix](#)
- [Connected TV \(CTV\) ad revenue growth: What's behind the surge?](#)
- [Connected TV Explainer](#) (Insider Intelligence subscription required)

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- [6/21 - Eat your green](#)
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