

# Hulu leads in ad revenues among CTV players

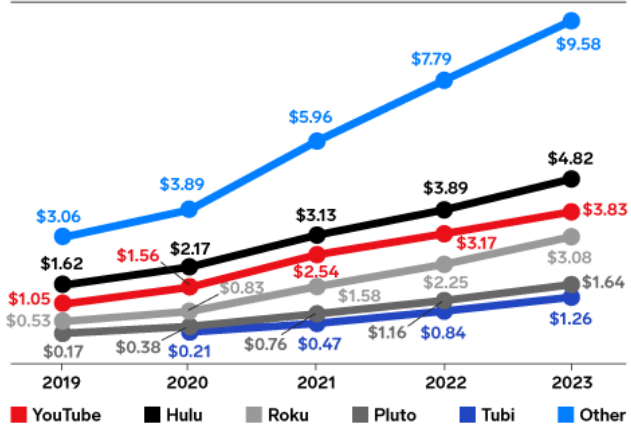
Article



**The forecast:** Among connected TV (CTV) companies we forecast, **Hulu** will lead in US ad revenues in 2021 at **\$3.13 billion**, up **44%** over 2020. Hulu has previously been the top earner for ad revenues and will continue to hold that position through our 2023 forecast.

## US Connected TV (CTV) Ad Revenues, by Company, 2019-2023

billions



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; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites

Source: eMarketer, Oct 2021

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eMarketer | InsiderIntelligence.com

### Dive deeper:

- Hulu's share of the CTV video market has been gradually falling since 2017 as newer competitors draw some of the company's ad dollars
- **Youtube**, which will accrue **\$2.54 billion** in US CTV ad revenues in 2021, up **63%** over 2020, marking exceptional performance for the platform and for its parent, **Google**.
- Meanwhile, **Roku**, another streaming company born directly from digital, is outperforming our previous expectations. The platform will net **\$1.58 billion** in 2021 US ad revenues, up **92%** from last year. Roku's growth is driven in large part by the **Roku Channel**, its ad-supported channel that holds an increasing amount of content, including **Quibi's** bite-sized originals.

**Looking ahead:** Overall, CTV ad spend will exceed **\$14.4 billion** in 2021, as largely subscription-based players continue to find ways to increase ad revenues.