

# The MVP of video advertising in the US

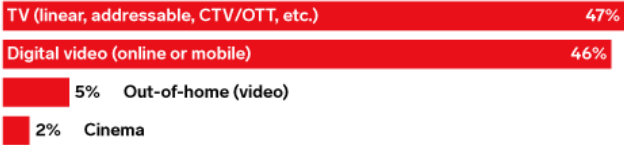
Article

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TV squeaks past online and mobile video to become the top video ad channel among US agency and marketing professionals. In October, **47%** ranked TV—including connected TV (CTV)—as the No. 1 video type for achieving their advertising goals. That's **1 percentage point** more than those who put online or mobile video in first place.

**Beyond the chart:** Half of respondents named video the most valuable ad channel overall, so it's no surprise that US video ad spending is on the rise. In 2021, spend grew by **45.4%** to exceed **\$60 billion** for video ads on computers, mobile phones, CTVs, and other connected devices, per our estimates. While TV faced off against other digital video in the survey, marketers are riding the greater video wave and watching where the streams take them.

**Video Ad Channel Most Valuable for Achieving Advertising Goals According to US Agency/Marketing Professionals, Oct 2021**  
% of respondents



Note: n=250  
Source: Advertiser Perceptions, "Video Advertising Convergence Report 2H 2021," Jan 18, 2022  
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