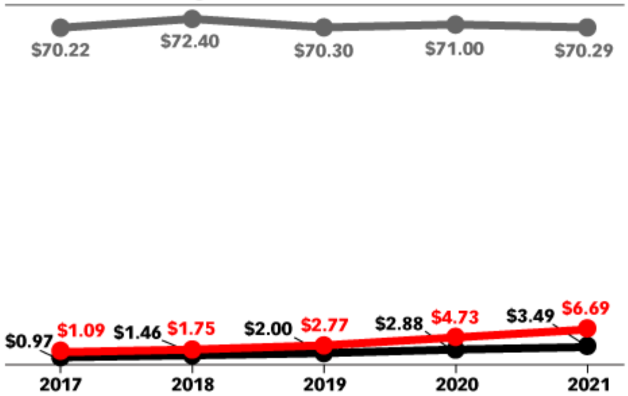
TV Ad Spending Will Never Be the Same

AUDIO |

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom, vice president of content studio Paul Verna and vice president of forecasting Monica Peart talk about the peaking of US TV ad spending. Why has it stopped growing, how does cord-cutting contribute, and what makes video streaming services attractive? They then discuss the performance of Disney+ in its first week and Facebook's new peer-to-peer service Facebook Pay.

US TV Ad Spending, by Type, 2017-2021
billions and % change



	2017	2018	2019	2020	2021
Addressable*	27.8%	50.7%	37.0%	43.8%	21.3%
Programmatic**	69.6%	60.5%	58.4%	70.9%	41.6%
Traditional TV	-1.5%	3.1%	-2.9%	1.0%	-1.0%

*Note: includes broadcast TV (network, syndication & spot) & cable TV; excludes digital; *targeted TV ads delivered on a home-by-home basis via cable and satellite boxes; includes video-on-demand (VOD); excludes connected TV, smart TV and over-the-top (OTT); **the use of software platforms to automate the buying, selling or fulfillment of TV and video-on-demand (VOD) advertising, distributed through cable, satellite or broadcast networks*
Source: eMarketer, Oct 2019

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