

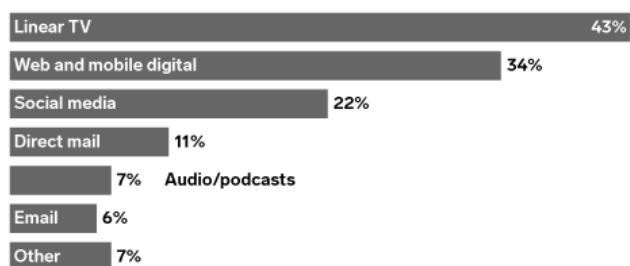
US advertisers are pulling money from linear TV to increase programmatic CTV spend

Article



Budgets US Advertisers Are Pulling Spending From to Increase Investment in Programmatic CTV in 2024, Nov 2023

% of respondents



Source: Proximic, "2024 State of Programmatic Report," Jan 16, 2024

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Key stat: 43% of US advertisers are pulling spend from linear TV to increase investment in programmatic connected TV (CTV) advertising, per November 2023 data from Proximic.

Beyond the chart:

- US [linear TV](#) ad spend will decline by 13.3% next year, while CTV ad spend will increase by 13.3%, according to our forecast. (2024 is an outlier for linear TV due to increased ad spend from the election and Olympics.)
- [Programmatic](#) advertising will account for 84.2% of the \$32.09 billion going toward US CTV video ad spend in 2025, per our forecast.
- [CTV is considered a "must-buy"](#) for 69% of advertisers, according to a March 2024 study from the Interactive Advertising Bureau (IAB) and Advertiser Perceptions and Guideline.

Use this chart:

- Adjust advertising budgets.
- Determine ways to invest more in programmatic CTV.

More like this:

- [Programmatic digital display ad spend will grow three times as fast as nonprogrammatic in 2024](#)
- [5 recent charts forecasting how ad spend is changing, from retail media to programmatic](#)
- [Cookie deprecation won't change advertisers' preferred transaction methods](#)

- CTV ad dollars are going to waste—advertisers need to know where their money is going

Note: Respondents were asked, "Of those who will be increasing investment in programmatic CTV in 2024, where is the budget coming from?"

Methodology: Data is from the January 2024 Proximic "2024 State of Programmatic Report." Almost 200 US advertising decision-makers were surveyed during November 14-22, 2023. Respondents were from brands, agencies, and publishers who oversee programmatic advertising at their company.