

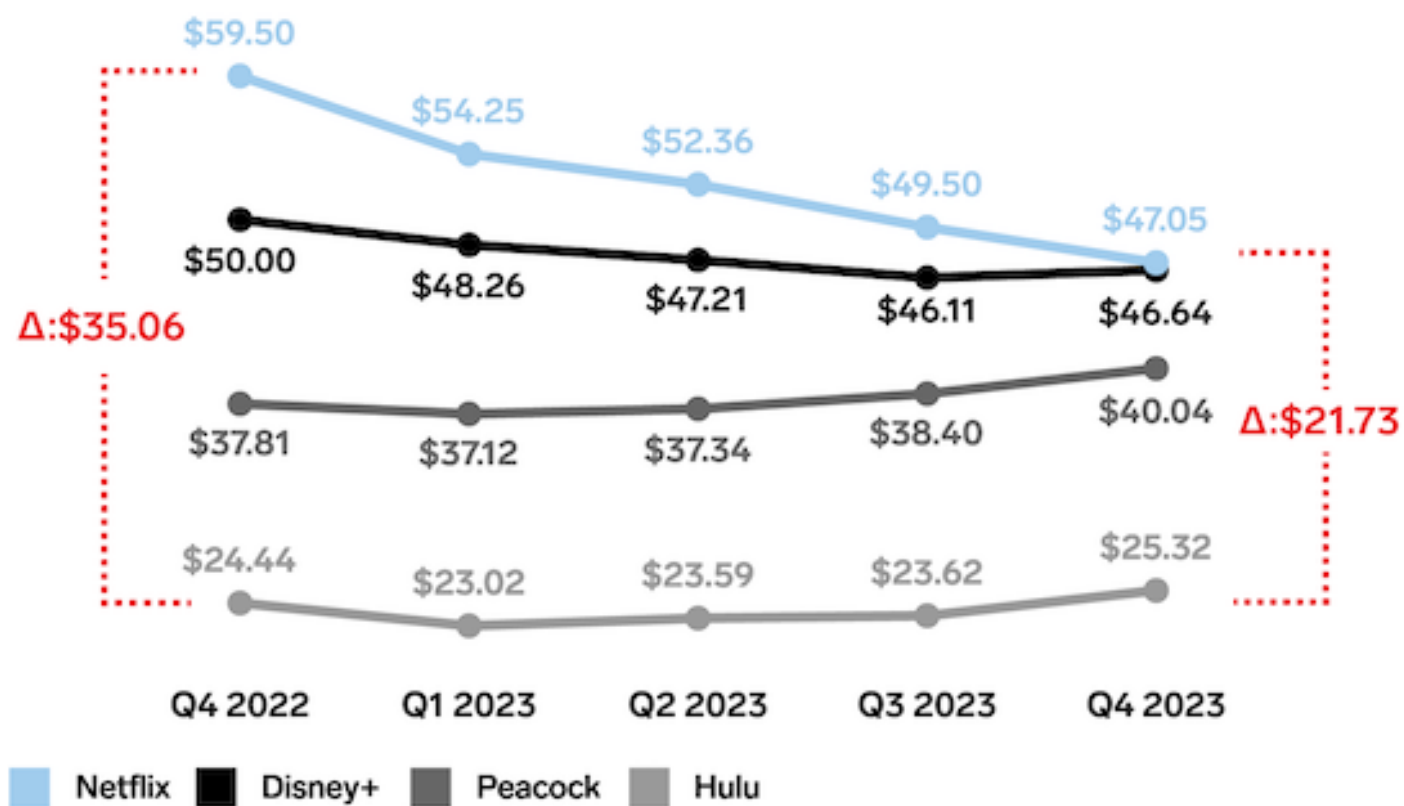
# Ad costs are narrowing on major streaming platforms

Article

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# The Gap in CPMs Among Major US Streaming Services Will Narrow in the Year Leading Up to Q4 2023

ad cost per thousand



Note: average platform ad cost per thousand (CPM) is the amount advertisers pay for every thousand impressions of their ads delivered through each platform's ad-supported tier; includes in-stream ads such as those appearing before, during, or after digital video content (pre-roll, mid-roll, or post-roll video ads) and video overlays; appears on desktop and laptop computers as well as mobile phones, tablets, connected TVs, and other internet-connected devices; Hulu data excludes Hulu + Live TV  
 Source: Insider Intelligence | eMarketer, Sep 2023

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Insider Intelligence | eMarketer

**Key stat:** The gap in ad cost per thousand (CPM) between Netflix's high and Hulu's low decreased over the last year, resulting in a projected difference of \$21.73, according to our forecast.

**Beyond the chart:**

- Netflix's initial CPMs were unrealistically high, noted analyst Paul Verna in our "Streaming Service CPMs 2023" report. Netflix launched with wish-list pricing, then backtracked to

appease buyers.

- We project Netflix's US ad revenues will hit \$1.07 billion next year, and Disney+'s will be around the same at \$1.01 billion.
- Price hikes and password crackdowns have pushed subscribers toward cheaper, ad-supported tiers.

#### **Use this chart:**

- Compare ad costs across major streaming platforms.
- Understand the last year of streaming ad trends.

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