

Netflix to outpace Disney+ in ad revenues

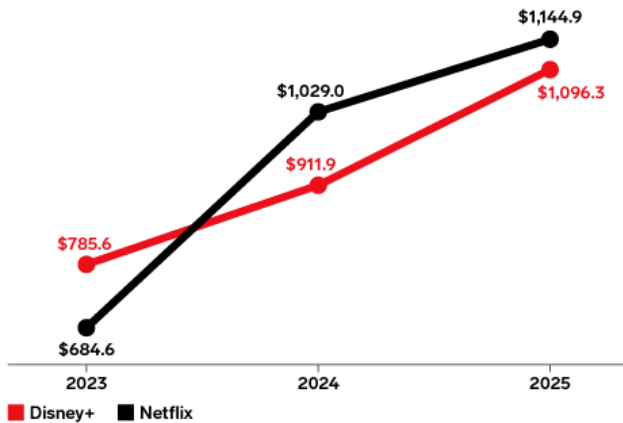
Article



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Netflix vs. Disney+ US Ad Revenues, 2023-2025

millions



Note: includes in-stream video such as those appearing before, during, or after digital video content on a subscription-based OTT platform (pre-roll, mid-roll, or post-roll video ads) and video overlays; appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned
Source: Insider Intelligence | eMarketer Forecast, Dec 2023, Dec 2023

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Insider Intelligence | eMarketer

Key stat: Netflix will overtake Disney+ in ad revenues next year, amassing \$1.03 billion versus Disney's \$911.9 million, per our forecast.

Beyond the chart:

- Disney+ will account for less viewing time in 2024 (8 minutes a day) than Netflix (32 minutes a day), per our forecasts.
- However, Disney+ has a different advantage over Netflix: It doesn't have to build out its ad platform from scratch.
- Instead, Disney+ can rely on the ad technology that powers its linear TV business and Hulu, which should help the streaming service to continue increasing its ad revenues, according to our [US CTV Time Spent vs. Ad Spending 2023](#) report.

Use this chart:

- Compare streaming ad platforms.
- Consider which ad-supported platform to advertise on.

More like this:

- Despite a reduction in ad inventory, the market for TV and CTV ad spending will grow by billions
- The shifts that will impact 2024's video ad landscape
- What does the narrowing range of streaming service CPMs mean for advertisers?
- 3 burning CTV questions answered by our analyst

Note: Digital ads include banner ads and other (static display and ads such as Facebook's News Feed Ads and X's Promoted Posts), classified ads, email (embedded ads only), mobile messaging (SMS, MMS, and P2P messaging), rich media (including in-stream and outstream video ads), search ads (including contextual text links, paid inclusion, paid listings, and SEO), sponsorships, lead generation (referrals); rich media data for 2017-2022 includes in-stream and outstream video ads; data prior to 2017 includes only outstream video ads.

Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues of major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and eMarketer interviews with executives at ad agencies, brands, media publishers, and other industry leaders.