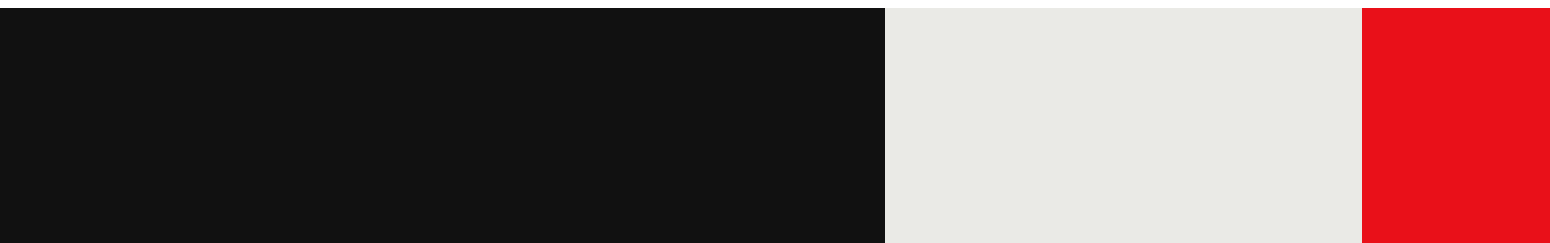



Viewers are streaming to CTV far faster than ad dollars are

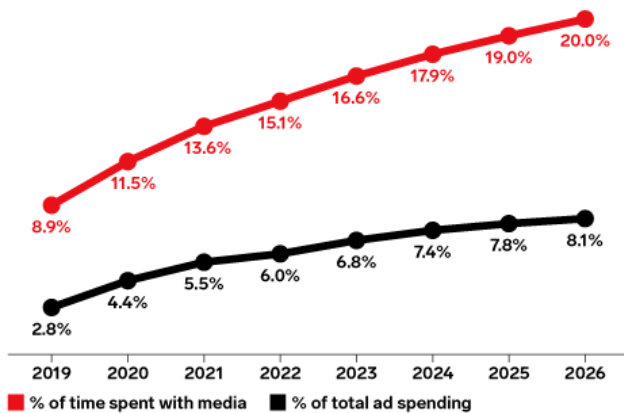
Article



CTV ad spending has been booming, but not by nearly enough to keep up with consumer behavior. CTV ad spending will increase by 18.8% this year—one of the highest rates of any media we track for the seventh consecutive year. Yet the gap between CTV's share of consumer attention and its share of total ad spending continues to widen.

Connected TV: Share of Time Spent per Day With Media by US Adults vs. Share of Total Ad Spending, 2019-2026

% of time spent with media and % of total ad spending



Note: connected TV (CTV) time spent includes ages 18+, includes all time spent using the internet through a CTV, and includes CTV devices such as Apple TV, Xfinity Flex, connected Blu-ray devices, connected game consoles, Google Chromecast, Roku, and smart TVs; CTV ad spending includes digital advertising that appears on CTV devices, includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube, and excludes network-sold inventory from traditional linear TV and addressable TV advertising; ad spending forecast from March 2024
Source: EMARKETER Forecast, June 2024

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The hype around CTV is justified, but the ad industry's response is still sluggish. By 2026, US adults will spend 20% of their daily media time with the various apps, streaming platforms, and entertainment services on CTVs. That will amount to 2 hours, 34 minutes (2:34) per day (up from 59 minutes in 2019). But only 8.1% of ad budgets will go to CTV by 2026.

Read the full report, [US Ad Spending vs. Time Spent 2024](#).

Report by Ethan Cramer-Flood Aug 12, 2024

US Ad Spending vs. Time Spent 2024

