

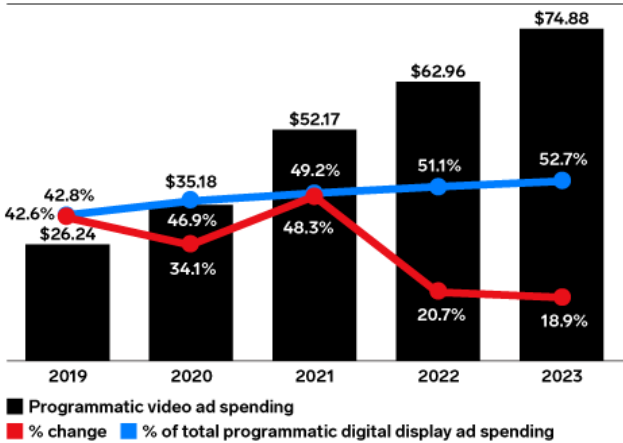
Video to surpass half of programmatic display ad spending for the first time in US

Article

As video ad spending continues to expand, its share of total programmatic ad dollars will grow. This year, video will account for more than half of all programmatic display ad spending

for the first time.

US Programmatic Video Ad Spending, 2019-2023
billions, % change, and % of total programmatic digital display ad spending



Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized real-time bidding (RTB) technology; includes in-stream video such as those appearing before, during, or after digital video content in a video player (pre-roll, mid-roll, post-roll video ads) and video overlays; includes social network in-stream video advertising in platforms such as Facebook Watch and Snapchat Shows; includes outstream video ads such as native, in-feed (including video ads in Facebook's News Feed and Twitter's Promoted Tweets), in-article, in-banner, and interstitial video ads; appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned
Source: eMarketer, Nov 2021

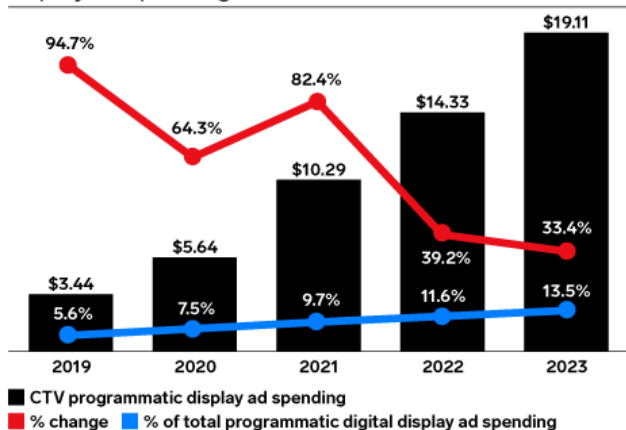
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In 2023, the amount of money US advertisers spend on digital video programmatically will surpass linear TV ad spending. Nearly 9 in 10 of all digital video ad dollars will transact programmatically for the next few years.

Connected TV (CTV) is fueling programmatic video ad spending. In 2022, CTV will account for more than one-fifth of total programmatic video ad spending for the first time, as well as one-tenth of total programmatic digital display.

US Connected TV (CTV) Programmatic Display Ad Spending, 2019-2023

billions, % change, and % of total programmatic digital display ad spending



Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized real-time bidding (RTB) technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on CTV devices; excludes network-sold inventory from traditional linear TV and addressable TV advertising
Source: eMarketer, Nov 2021

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We forecast that three-fourths of US CTV display ad spending will transact programmatically in 2022. Part of the reason our programmatic CTV forecast is so high is because we include YouTube in our CTV definition, and nearly all of YouTube’s advertising is sold through automation.

Read the full report

Report by Ross Benes Jan 26, 2022

US Programmatic Video 2022



