

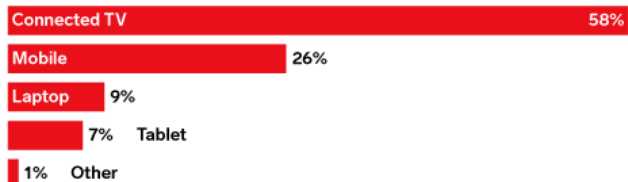
Where are people streaming video?

Article

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Devices Used by US Adults to Stream Videos, Aug 2023

% of respondents



Note: ages 18+

Source: ViewNexa, "How to Follow the Audience," Oct 4, 2023

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Insider Intelligence | eMarketer

Key stat: 58% of US adults stream video via connected TV (CTV), according to ViewNexa.

Beyond the chart:

- US CTV ad spend will grow by 22.4% next year to cross the \$30 billion mark, according to our forecast.
- Retail media CTV spend will grow by 335.5% next year to account for 12.1% of US CTV ad spend. By 2027, it will make up 20.4%, per our forecast.

Use this chart:

- Understand how viewers consume digital video.
- Determine ad investments.

More like this:

- [Walmart links holiday-centric rom-coms and social commerce in its new shoppable series](#)
- [A closer look at YouTube's ad rates](#)
- [The shifts that will impact 2024's video ad landscape](#)
- [Retail media dealmaking \(and Prime Video's introduction of ads\) has reshaped our CTV expectations](#)

Methodology: Data is from the October 2023 ViewNexa report "How to Follow the Audience." 1,000 US consumers ages 18+ were surveyed online during August 2023 by Sapio Research.