


Connected TV usage expands across all generations

Article



About two-thirds of the US population are monthly connected TV (CTV) users. Young people are more likely to use CTV than older people. Four in 10 US senior citizens are CTV users—whereas CTV usage is about double that, more than 80%, among those ages 25 to 54.

US Connected TV (CTV) Users, by Generation, 2020-2025

millions

	2020	2021	2022	2023	2024	2025
Gen Z (1997-2012)	43.9	46.9	49.6	52.2	54.9	56.1
Millennial (1981-1996)	56.8	59.2	60.5	61.5	62.1	62.6
Gen X (1965-1980)	50.0	51.0	51.0	51.0	50.8	50.5
Baby boomer (1946-1964)	34.1	34.5	33.9	33.1	32.4	31.6

Note: Individuals who use the Internet through a connected TV at least once per month
Source: eMarketer, Sep 2021

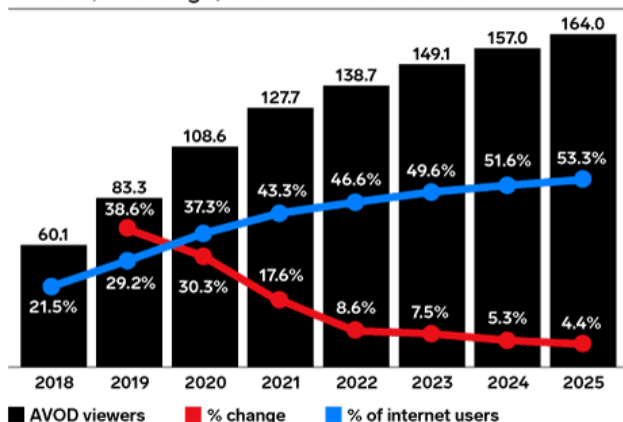
270456

eMarketer | InsiderIntelligence.com

Ad-free services like **Netflix** and **Amazon Prime Video** remain streaming juggernauts, but streaming video viewing is also increasing for services featuring advertising. Ad-supported video-on-demand (AVOD) viewers represent close to half of all US internet users.

US Ad-Supported Video-on-Demand (AVOD) Viewers, 2018-2025

millions, % change, and % of internet users



Note: individuals of any age who watch videos (via app or website) on an ad-supported platform that primarily has professionally produced content at least once per month; examples include Hulu, Peacock, Pluto TV, Tubi, and The Roku Channel; excludes services like YouTube, and Twitch; AVOD video services are not mutually exclusive; there is overlap between groups

Source: eMarketer, Sep 2021

269324

eMarketer | InsiderIntelligence.com

In September, we published our first-ever estimates for AVOD viewers. Our AVOD estimate excludes **YouTube** and other services that rely heavily on user-generated content such as **Twitch**. Our AVOD estimate includes paid subscription services like **Hulu** and **Paramount+**, which feature advertising. It also includes free ad-supported services like **The Roku Channel**, **Tubi**, **IMDb TV**, and **Pluto TV**. This forecast is defined as individuals of any age who watch videos on an ad-supported platform featuring professionally produced content at least once per month.

AVOD viewership is expanding because more media companies that own traditional TV networks are investing in streaming (e.g., NBCUniversal's Peacock, Fox's Tubi, ViacomCBS's Pluto TV and Paramount+, WarnerMedia's HBO Max, and Discovery's Discovery+).

Read the full report here.

Report by Ross Benes Nov 18, 2021

US Connected TV Advertising 2021

