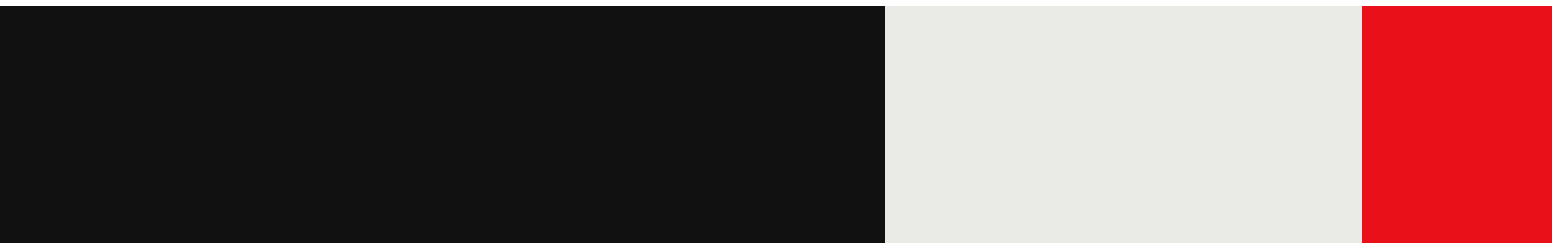


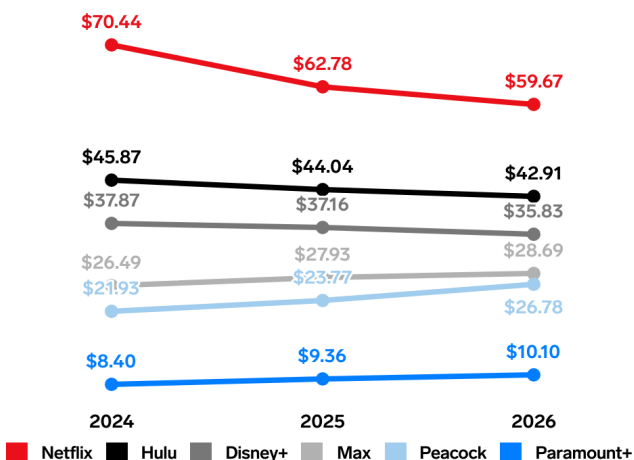
Netflix generates more ad revenues per viewer than other streamers, but gap narrows

Article



Netflix's Lead in Ad Revenues per Ad-Supported Viewer Will Narrow

US ad revenues per ad-supported viewer, by streaming service, 2024-2026



Note: among individuals of any age who watch each streaming video service through an ad-supported subscription at least once per month via any device; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites

Source: EMARKETER Forecast, March 2024

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Key stat: [Netflix's](#) US ad revenues per ad-supported viewer will fall from \$70.44 this year to \$59.67 by 2026, according to our forecast. But it will still generate more ad revenues per viewer than any other streaming services through the end of our forecast window.

Beyond the chart:

- Netflix will generate 53.6% more ad revenues per ad-supported viewer than Hulu this year, according to our [US TV and Connected TV Ad Spending Forecasts H1 2024](#) report.
- However, Hulu has six times more ad-supported viewers in the US than Netflix and its [connected TV \(CTV\)](#) ad revenues will be more than four times those of Netflix.
- Now that [Amazon](#) has introduced ads to its Prime Video service, Apple TV+ has become the biggest streaming platform to hold out on ads.

Use this chart:

- Demonstrate Netflix's current leadership in ad revenues.
- Identify growth potential for other services like Paramount+.
- Assess ROI on ads across different streaming platforms.

More like this:

- How Amazon Prime Video and Netflix are balancing subscription and ad revenue
- 5 key stats on CTV: Growth normalizes, subscriptions reign, and ad spend evolves
- Gen Zers' Netflix use is catching up to TikTok use
- US advertisers are pulling money from linear TV to increase programmatic CTV spend

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 from 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.