

Video takes the lead as non-video programmatic ad spend slows

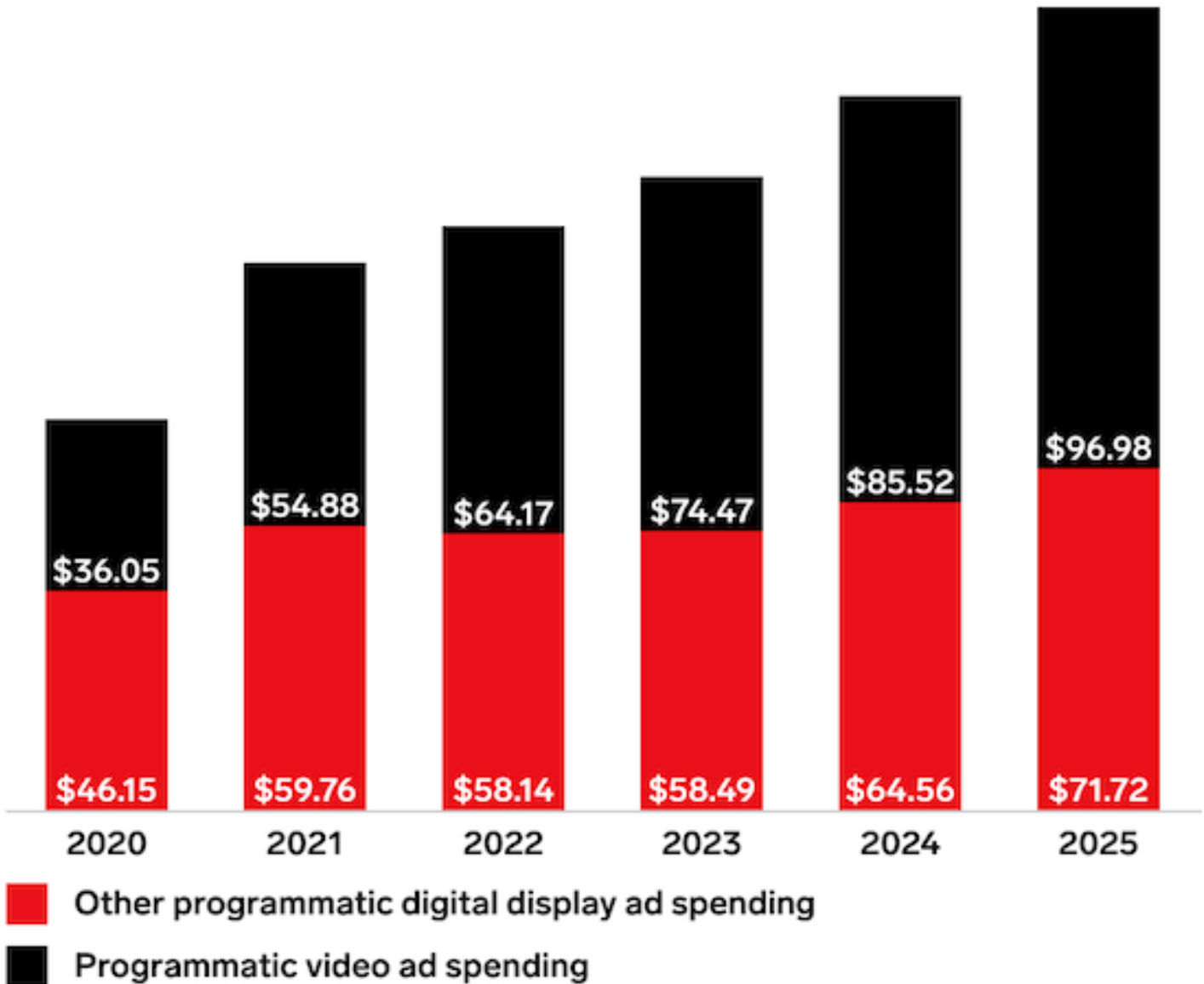
Article

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Almost All of US Programmatic Display Ad Spending

Growth in 2023 Is in Video

mobile programmatic display ad spending, billions



Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; programmatic video includes in-stream video ads such as those appearing before, during, or after digital video content in a video player (pre-roll, mid-roll, or post-roll video ads) and video overlays; includes social network in-stream video advertising on 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; includes ad spending on tablets for all formats mentioned; other programmatic includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected

devices; includes sponsorship, nonvideo rich media, and nonvideo native ads and ads on social networks like Facebook and Twitter

Source: Insider Intelligence | eMarketer, April 2023

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eMarketer | InsiderIntelligence.com

Key stat: US programmatic video ad spend will grow \$22.51 billion between 2023 and 2025, a 30.2% increase, according to our forecast.

Beyond the chart:

- Last year was the first time programmatic video surpassed non-video ad spend in the US, according to our data. Programmatic video ad spend reached \$64.17 billion, while non-video programmatic ad spend actually decreased slightly to \$58.14 billion.
- Connected TV is the primary driver behind the shift toward video programmatic ad spend.
- Most US programmatic video ad spend will go to mobile this year, representing 63.5% of the category's total spend, according to our forecast.
- Social video is also a significant driver of programmatic video ad spend. Driven by platforms like TikTok, social video will grow 12.5% to make up 41.5% of all video ad spend this year, per our forecast.

Use this chart:

- Emphasize the importance of programmatic video for advertisers.
- Adjust programmatic video and non-video ad budgets.

More like this:

- [Amazon's bid for a bigger piece of the CTV ad revenue pie involves leaning on developers](#)
- [A guide to vertical video ads on TikTok, Instagram Reels, YouTube Shorts, and Snap Spotlight](#)
- [YouTube CTV spending jumped 31% last quarter, outpacing streamers](#)
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