

# The Value of CTV

Reach a large and engaged audience with internet-connected TV, the new advertising performance powerhouse!



**CTV IS WHERE VIEWERS ARE SPENDING THEIR TIME**

*Consumers spend 41% of their viewing time watching streaming TV. Cable and broadcast TV account for less than 30% of viewing time.*

Consumers of all ages watch TV on their phones and other internet-connected devices.

**ADVERTISERS ARE INCREASINGLY INVESTING IN CTV**

**CTV ad spending is expected to increase 13.8% this year,** nearly twice the 7.3% projected growth in overall ad spend.

**57%** of advertisers plan to increase their CTV budgets this year.

*CTV is for more than branding.*

**CTV OFFERS MANY** of the targeting and measurement capabilities of social media and other digital channels.

**CTV ADVERTISING CAN OPERATE** as the streaming version of retargeting ads.

**BRANDS CAN SERVE RETARGETING** ads on digital and mobile channels to consumers who viewed their CTV ads.

**SHOPPABLE ADS,** QR codes and links to additional content transform advertising from passive to active.

**CTV HAS A HALO EFFECT,** lifting the performance of other marketing channels.

**CTV MARKET FRAGMENTATION YIELDS BENEFITS**

*Greater market segmentation creates greater competition for ad dollars, leading to lower prices for ad buyers.*

*Market fragmentation enables precision targeting, making CTV especially attractive to niche brands.*

*CTV enables brands to target audiences based on content rather than service or app. By incorporating genre targeting, advertisers increase the likelihood of reaching more lookalike prospects.*

SOURCE: ADWEEK 2025