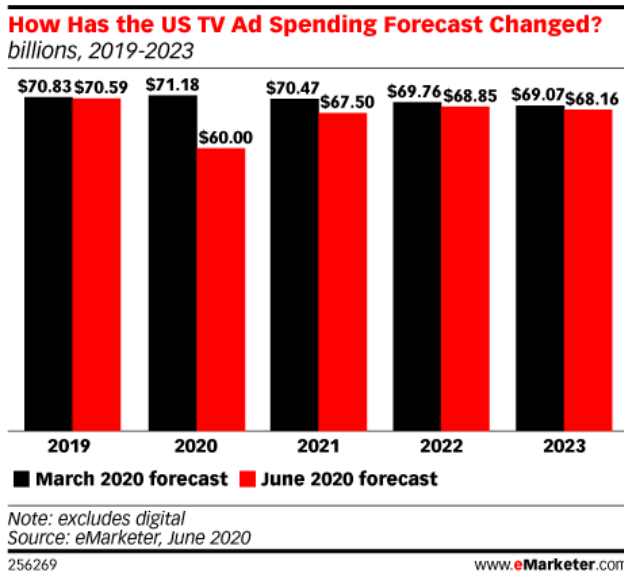


# US TV Ad Spend Will Decrease by 15.0% in 2020

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In our March 2020 forecast for US TV ad spending, we expected a 2.0% increase for the full year. However, we have revised our figures down significantly for many reasons, including the cancellation of the 2020 Summer Olympics, the postponement of live sporting events, and an increase in cord-cutting. US TV ad spending is now expected to decline by 15.0% this year to reach \$60 billion, down from \$70.59 billion in 2019.



While we expect TV ad spending growth to rebound 2021, it will not reach pre-pandemic levels.

Read More:

- [Digital Video Consumption Is Spiking in Asia-Pacific](#)
- [Disney announced a corporate reorganization to focus on its streaming services](#)
- [Pandemic Causes Media and Entertainment Digital Ad Spending to Decline Despite Uptick in Streaming and Gaming](#)

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