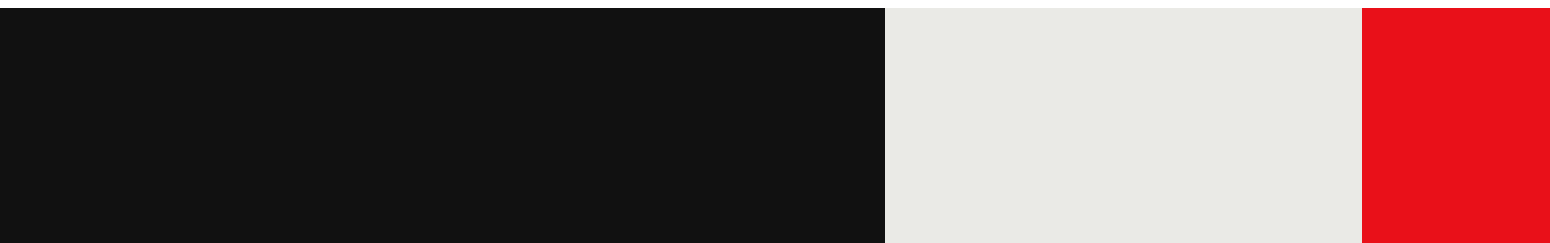



# Ad-supported viewing makes up half of digital video viewers

Article



**The forecast:** Nearly **128 million** people in the US will watch advertising-based video-on-demand (AVOD) this year, a growth of **17.6%**, over 2020. This means over **50%** of all digital video viewers in the US are watching AVOD.

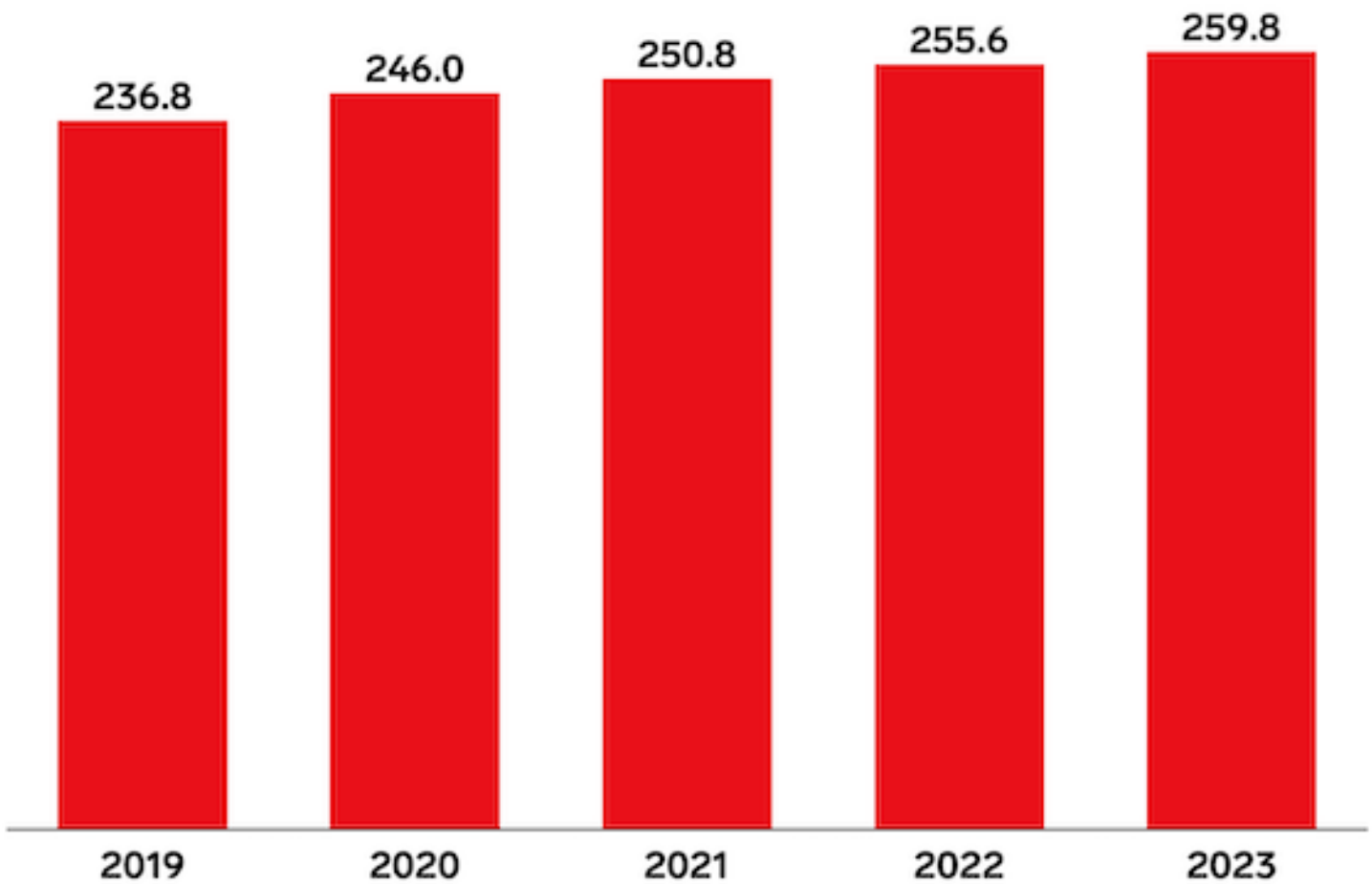
**Dive deeper:**

- AVOD services have grown in popularity as less expensive or free alternatives to pay TV services.
- AVOD grew by **38.6%** in 2019 and **30.3%** in 2020, and while growth is slowing, it remains in double digits.
- Over **50%** of US internet users will be AVOD viewers by 2024.

**Looking ahead:** Digital video viewership growth has slowed as numbers remain high. By 2023, **259.8 million** US adults will watch digital video content at least once per month, and those individuals will increasingly consist of AVOD viewers and subscribers.

# Digital Video Viewers

US, 2019-2023, millions



Note: Internet users of any age who watch digital video content via any device at least once per month

Source: eMarketer, August 2021

Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies; the growth trajectory of major video sites; historical trends; internet and mobile adoption trends; and demographic adoption trends.

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