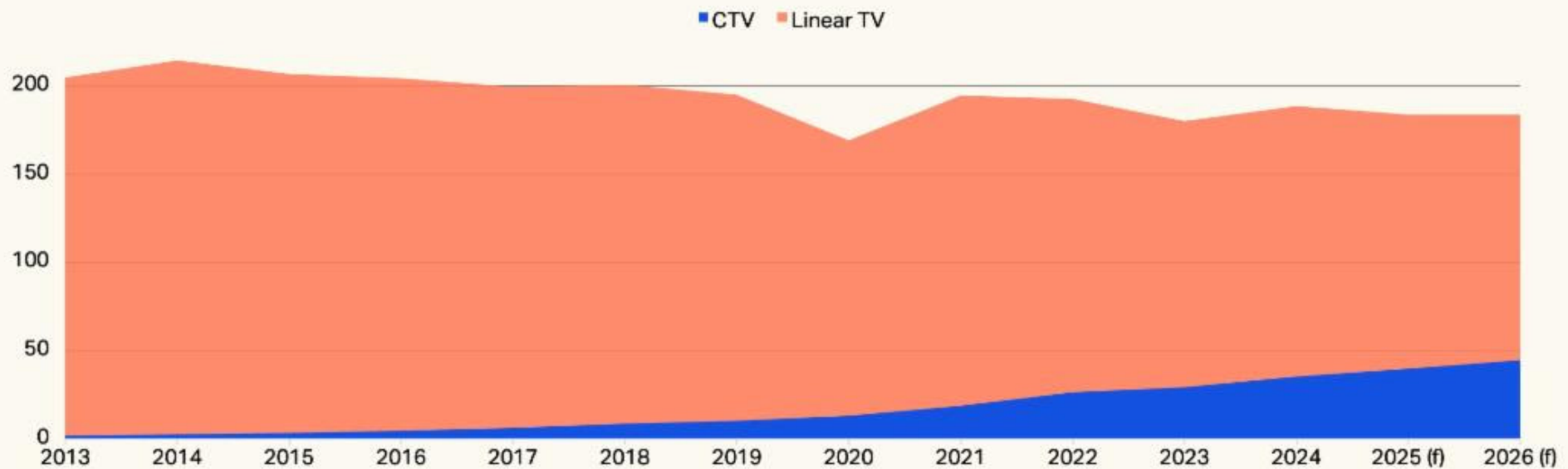


## Global Ad Trends: The changing shape of TV

# Global, TV advertising investment

USD, billions

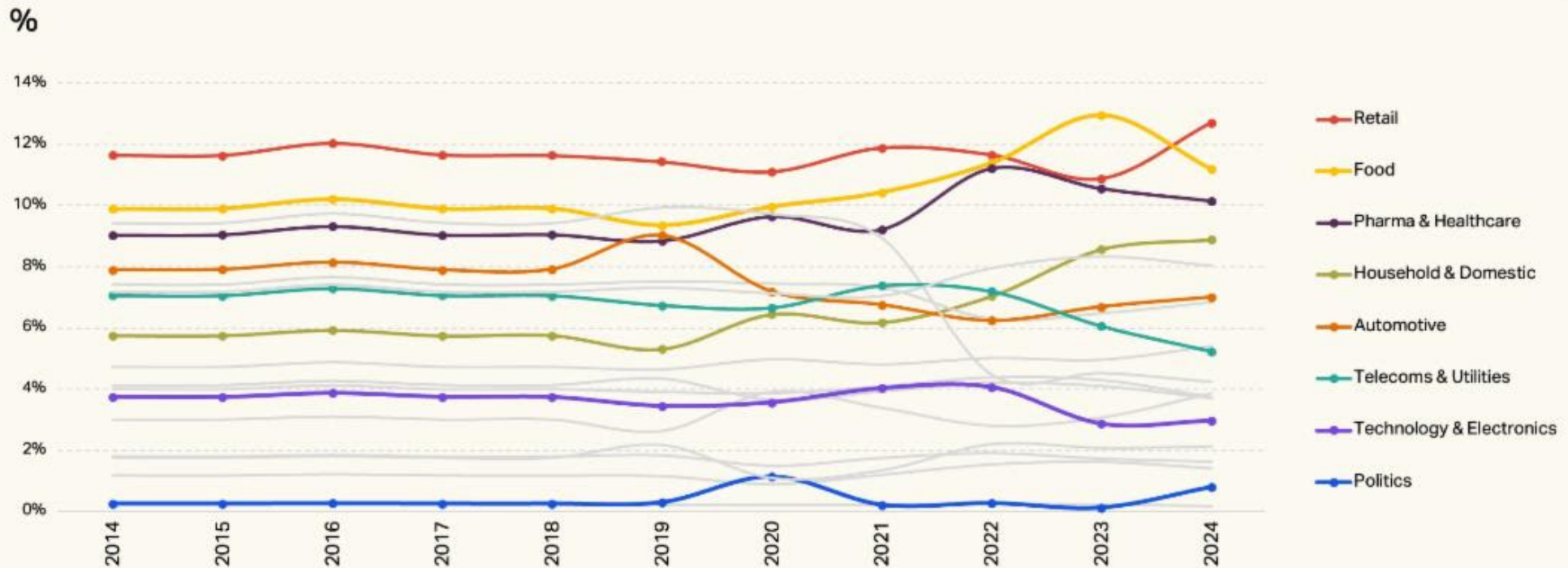


Note: Periods denoted with (f) are WARC forecasts. All ad investment with YouTube – irrespective of the device on which it is shown – is counted separately in online video. See glossary page for CTV ad spend definition in this report.

Source: WARC Media

## Global Ad Trends: The changing shape of TV

# Global, Share of linear TV advertising investment by category

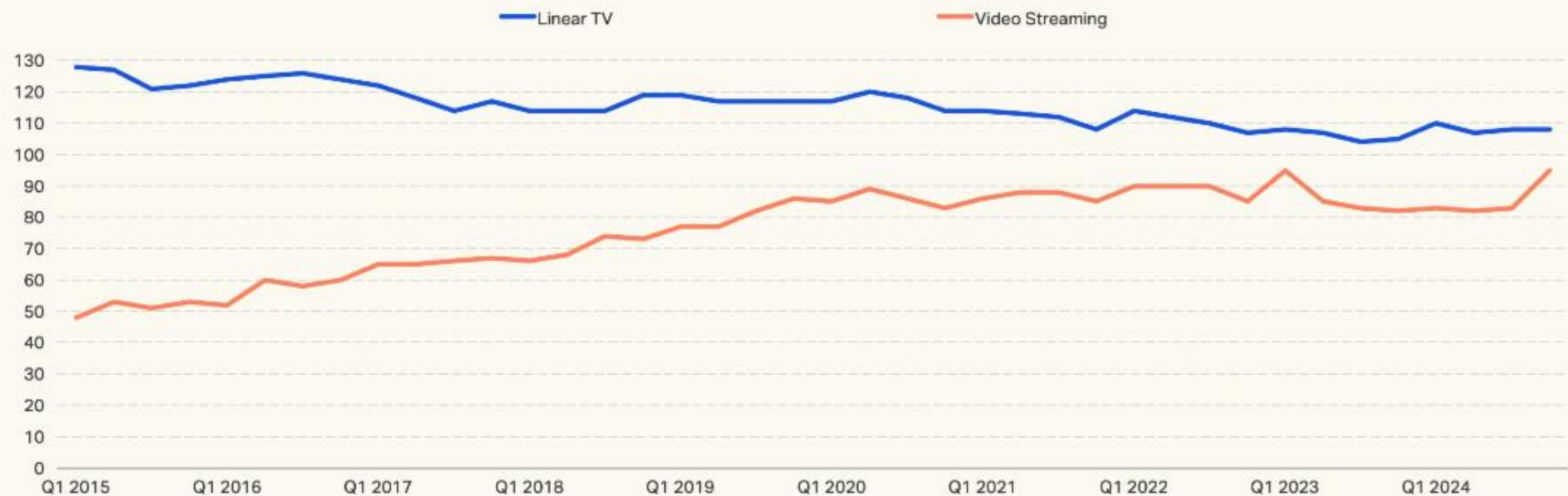


Source: WARC Media, Nielsen Ad Intel

## Global Ad Trends: The changing shape of TV

# Global, all adults, average daily consumption, Q1 2015 to Q4 2024

Minutes

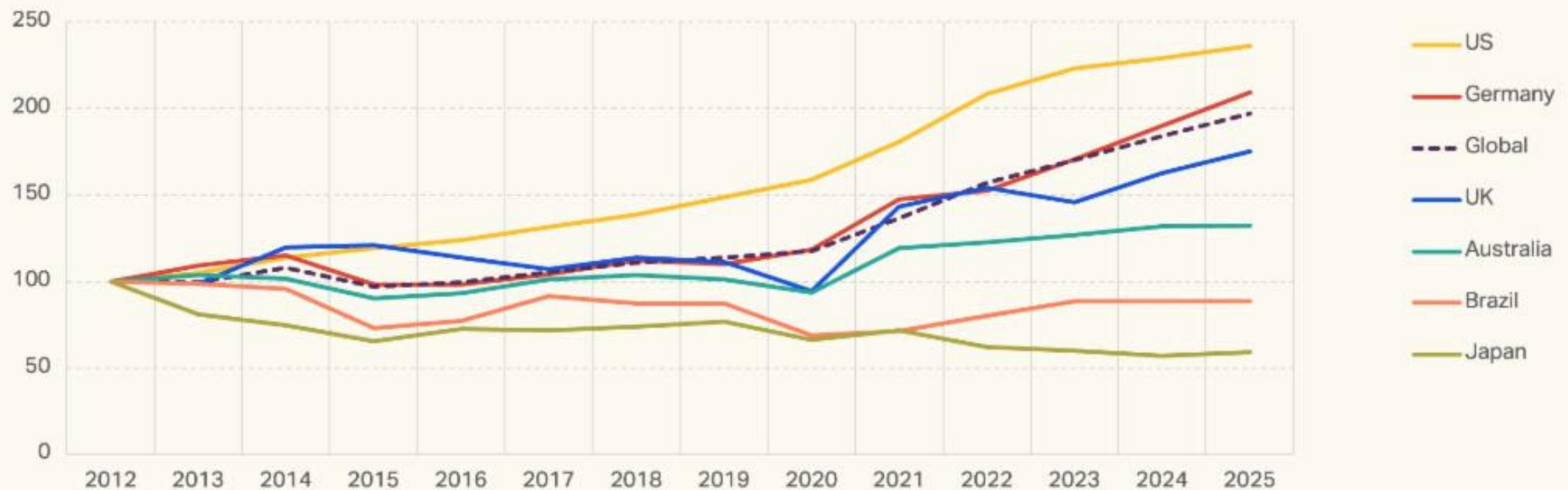


Source: GWI, WARC Media

## Global Ad Trends: The changing shape of TV

# Global, Linear TV advertising cost

Indexed growth; 100 = 2012 CPM for each market



Note: Data shows CPM for all adults. 2025 data are WARC forecasts.

Source: WARC Media, World Federation of Advertisers and ECI Media Management.