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Global Connected TV Advertising Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Connected TV Advertising Services market size is predicted to grow from US$ 25280 million in 2025 to US$ 32100 million in 2032; it is expected to grow at a CAGR of 3.5% from 2026 to 2032.

Connected TV (CTV) advertising services refer to the delivery of targeted ads on internet-connected televisions. This technology enables advertisers to reach a wide audience through digital channels, often utilizing data-driven insights to tailor ads to specific demographics and interests. CTV ads can be displayed before, during, or after video content, offering a seamless viewing experience.

The CTV advertising industry is experiencing rapid growth, driven by the increasing popularity of streaming services and the shift of consumer viewing habits from traditional linear TV to digital platforms. As more households cut the cord and embrace streaming, advertisers are turning to CTV to reach their target audience. Key trends in the industry include the rise of programmatic advertising, which allows for automated buying and selling of ad inventory, and the increasing use of advanced targeting techniques, such as demographic, geographic, and behavioral targeting. Additionally, the integration of data-driven insights and measurement tools is enabling advertisers to optimize their campaigns and measure their effectiveness.

LPI (LP Information)' newest research report, the ?Connected TV Advertising Services Industry Forecast? looks at past sales and reviews total world Connected TV Advertising Services sales in 2025, providing a comprehensive analysis by region and market sector of projected Connected TV Advertising Services sales for 2026 through 2032. With Connected TV Advertising Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the

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world Connected TV Advertising Services industry.

This Insight Report provides a comprehensive analysis of the global Connected TV Advertising Services landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Connected TV Advertising Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Connected TV Advertising Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Connected TV Advertising Services and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Connected TV Advertising Services.

This report presents a comprehensive overview, market shares, and growth opportunities of Connected TV Advertising Services market by product type, application, key players and key regions and countries.

Segmentation by Type:

Static Advertising

Dynamic Advertising

Segmentation by Application:

Large Enterprises

SMEs

This report also splits the market by region:

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- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia
- Middle East & Africa
  - Egypt

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South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Hotspex Media

Amsive

Power Digital

Our Own Brand

Anchour

Bob's Your Uncle

StackAdapt

Accelerated Digital Media

CAYK Marketing Inc.

NinjaPromo

Digital Elevator

Adly Media

Online Optimism

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Substance Communication

Greenbaum Stiers

Dragon360

Playbook Media

Grounds for Promotion

Amagi

Amazon Ads

WebFX

The Trade Desk

Madhive

Socium Media

Brill Media

Level Marketing

Max Effect Marketing

Brandefy

Moburst

Keynes Digital

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