**Ad Budgets Expected to Rise for Advanced TV, Digital Video**

A study by Comcast's Freewheel found that nearly 80% of media agency executives are planning to increase advanced TV advertising budgets in the next year, followed closely by 65% for digital video ad budgets. Those surveyed rated measurements of ad campaign effectiveness higher for digital video campaigns (at 69%) than for advanced TV advertising, which only 53% said could effectively measure attribution in a campaign.

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[***https://www.mediapost.com/publications/article/341883/survey-advanced-tv-ad-budgets-forecast-to-rise.html***](https://www.mediapost.com/publications/article/341883/survey-advanced-tv-ad-budgets-forecast-to-rise.html)

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