**Has TV Ad Spending Hit Its Peak In The US?**

US spending on linear TV ads will peak this year at $68.35 billion, up from $65.66 billion in 2021. This figure will not surpass $68 billion again for the next four years, with TV ad spend dropping to $64.94 billion in 2026 as its share of total media ad spend decreases as well.

***eMarketer 4.12.22***

[*https://www.emarketer.com/content/has-tv-ad-spending-hit-its-peak-us/?IR=T&utm\_source=Triggermail&utm\_medium=email&utm\_campaign=II20220414TVAdSpendCOTD&utm\_content=Final&utm\_term=COTD%20Active%20List*](https://www.emarketer.com/content/has-tv-ad-spending-hit-its-peak-us/?IR=T&utm_source=Triggermail&utm_medium=email&utm_campaign=II20220414TVAdSpendCOTD&utm_content=Final&utm_term=COTD%20Active%20List)

*Image credit:*

[*http://ww1.prweb.com/prfiles/2012/04/08/9381606/iStock\_000014860138Small.jpg*](http://ww1.prweb.com/prfiles/2012/04/08/9381606/iStock_000014860138Small.jpg)