**Video Streaming Platforms Are Drawing National Ad Dollars**

Marketing spend is on the rise for video streaming platforms, with $550.5 million spent for national and regional TV advertising Nov. 12 through Feb. 12 -- more than double the amount spent year over year, according to iSpot.tv data. The introduction of Apple TV+ and Disney+ contributed to the increase, plus a boost in spending from Netflix, Amazon Prime Video and Hulu.

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[***https://www.mediapost.com/publications/article/347041/video-streamers-national-tv-ad-spend-continues-to.html***](https://www.mediapost.com/publications/article/347041/video-streamers-national-tv-ad-spend-continues-to.html)

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[***https://www.shareaholic.com/blog/wp-content/uploads/2016/11/outstream\_ads.png***](https://www.shareaholic.com/blog/wp-content/uploads/2016/11/outstream_ads.png)