**Who Receives the Most Connected TV Ad Dollars?**

On a gross basis, YouTube will be the largest US CTV ad seller in 2020 with $2.89 billion in gross CTV ad revenues. On a net basis, YouTube will make $1.50 billion. (The gap between our gross and net ad revenue estimates reflect YouTube’s content acquisition costs. Traditional TV networks, multichannel networks, influencers, digital publishers, and others can release their videos on YouTube, then take a cut of the resulting ad revenues.)

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[*https://www.emarketer.com/content/who-receives-most-connected-tv-ad-dollars?ecid=NL1009*](https://www.emarketer.com/content/who-receives-most-connected-tv-ad-dollars?ecid=NL1009)