**Connected TV Accounts for 27% of Video Impressions**

Connected TV ad impressions have spiked 106% since 2016, and connected TV now takes a 27% share of video volume, Innovid reports. The company also reports that the number of advertisers using connected TV rose 30% from 2016 to last year.

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[***https://marketingland.com/report-connected-tv-impressions-have-grown-106-percent-since-2016-248145***](https://marketingland.com/report-connected-tv-impressions-have-grown-106-percent-since-2016-248145)

***Image credit:***

[***https://i1.wp.com/www.broadbandtvnews.com/wp-content/uploads/2013/03/Philips-smart-TV.jpg?ssl=1***](https://i1.wp.com/www.broadbandtvnews.com/wp-content/uploads/2013/03/Philips-smart-TV.jpg?ssl=1)