**Connected TV Advertising Spending Seen Jumping 39% to $21.2 Billion**

Connected TV is expected to fuel strong growth in digital video advertising spending this year, according to a new outlook from the IAB. While digital video ad spending is seen growing 26% to $49.2 billion in 2022, CTV is expected to increase 39% to $21.2 billion.

***Next TV/Broadcasting+Cable 5/2/22***

[***https://www.nexttv.com/news/connected-tv-advertising-spending-seen-jumping-39-to-dollar212-billion?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_content=1509952F-AC52-4EF5-A4AC-6FA933576B25&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f***](https://www.nexttv.com/news/connected-tv-advertising-spending-seen-jumping-39-to-dollar212-billion?utm_source=SmartBrief&utm_medium=email&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_content=1509952F-AC52-4EF5-A4AC-6FA933576B25&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)

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