**Investment in Connected TV Ads to Hit $20.1B in 2020**

Connected TV advertising spend will hit $8.2 billion in 2018 from $4.7 billion last year, and increase to $20.1 billion in 2020, Tru Optik reports. Additionally, third-party data is used by 97% of advertisers who invest in targeted connected TV ads.

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<https://www.broadcastingcable.com/news/advertisers-increasing-use-of-targeted-connected-tv>

Image credit:

<https://pmcvariety.files.wordpress.com/2015/05/television-advertising-new-rules.jpg?w=1000&amp;h=563&amp;crop=1>