**Nielsen Predicts Addressable Ads Will Hit $4.7B Next Year**

Adoption of connected televisions and other devices will drive a dramatic jump in addressable ad spending to $4.7 billion in 2020, Nielsen predicts. The ratings giant has revealed plans to leverage the growing market, with a focus on advertisements targeting specific audience demographics as well as linear TV campaign delivery and measurement.

***MediaPost Communications 5/7/19***

[***https://www.mediapost.com/publications/article/335553/addressable-tv-breaking-through-predicted-to-hit.html***](https://www.mediapost.com/publications/article/335553/addressable-tv-breaking-through-predicted-to-hit.html)