**Pluto TV Will Surpass $1 Billion in US Ad Revenues in 2022**

The growth of Pluto TV’s ad business is reflective of how advertisers are funneling more money toward streaming video. In a December 2020 survey from Advertiser Perceptions cited by Next TV, 42% of US agency and marketing professionals said they would increase ad spending directed to OTT streaming services over the next 12 months, while just 2% planned to decrease it. Most respondents, 56%, said their OTT ad spending would remain about the same as last year.

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[*https://www.emarketer.com/content/pluto-tv-will-surpass-1-billion-us-ad-revenues-2022?ecid=NL1001*](https://www.emarketer.com/content/pluto-tv-will-surpass-1-billion-us-ad-revenues-2022?ecid=NL1001)