**Social Video, CTV Growth Quickly Outpaces Traditional TV**

Social video advertising will increase 45.6% this year, Insider Intelligence predicts, and connected TV will grow 33.1%. The research firm expects traditional TV to see its first drop below 20% of overall media spending in 2022 and account for 14.3% of all ad budgets by 2026.

***MediaPost Communications (free registration) 3/25/22***

[*https://www.mediapost.com/publications/article/372394/tv-ad-spend-to-fall-below-20-of-total-for-first-t.html?edition=125709*](https://www.mediapost.com/publications/article/372394/tv-ad-spend-to-fall-below-20-of-total-for-first-t.html?edition=125709)

*Image credit:*

[*https://i1.wp.com/www.lucidadvertising.com/wp-content/uploads/2019/06/socail\_ad.jpg?fit=1920%2C1014&ssl=1*](https://i1.wp.com/www.lucidadvertising.com/wp-content/uploads/2019/06/socail_ad.jpg?fit=1920%2C1014&ssl=1)