**Upfronts Should Get $19.9B This Season, eMarketer Says**

Television's upfront advertising market will bring in $19.9 billion in spending during the current season, improving on figures for the last two years but still falling short of seasons before 2019, eMarketer predicts. The agency expects the market gains to continue in 2022-23, with the total figure reaching $20.5 billion.

***MediaPost Communications (free registration) 5/25/21***

[*https://www.mediapost.com/publications/article/363606/tv-upfront-recovery-2021-22-forecast-to-rise-76.html*](https://www.mediapost.com/publications/article/363606/tv-upfront-recovery-2021-22-forecast-to-rise-76.html)

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[*https://deadline.com/wp-content/uploads/2021/05/ABC-CBS-NBC-Fox-CW-Upfronts.jpg?w=1000*](https://deadline.com/wp-content/uploads/2021/05/ABC-CBS-NBC-Fox-CW-Upfronts.jpg?w=1000)