



PREMION

# 2026 CTV/OTT Advertiser Survey:

CTV spending is accelerating –  
and advertiser expectations  
are rising.

IN PARTNERSHIP WITH:



# Methodology

PREMION commissioned Advertiser Perceptions to conduct an advertiser survey on media spending and priorities in the planning, buying, and measurement of CTV/OTT advertising. Advertiser Perceptions executed an anonymous online survey among 151 ad agency or brand-side marketers involved in decision-making for CTV/OTT advertising.

The decision-makers were qualified as being involved in advertising or marketing decision-making, media strategy or budgets, media planning or buying, or vendor selection. CTV/Streaming TV advertising use was required for both 2025 and 2026. Respondents were further qualified as US advertisers (national geos, regional, or local) spending a minimum of \$250,000 annually on advertising. The survey fielded in October 2025.

## Buyer Profile

Marketer	44%
Agency	56%

## Job Level

Senior (VP+)	52%
Mid (Director/Supervisor)	44%
Junior (Manager)	5%

## Top Market Sectors Represented

CPG
Healthcare
Automotive + Auto Services
Retail
Banking + Finance
Technology

## 2025 Annual Ad Spend

\$250K - <\$5M	32%
\$5M - <\$50M	26%
\$50M+	42%
<b>Mean</b>	<b>\$127M</b>

## Involvement in Media Decision Making

Media Strategies or Budgets	98%
Media Vendor Selection	91%
Media Planning or Buying	90%

## Geographic Scope

National Advertising (Entire US)	90%
Multi-Market Advertising (Multi-Market DMAs, States, Counties, or Cities)	88%
Local Advertising (Single DMA, State, County, or City)	76%
Zip Code Targeting	65%
Geofencing	56%
Global/International Advertising	31%

# 2026 CTV Advertiser Survey Key Takeaways

## CTV Investment Continues to Climb

Seven in 10 advertisers plan to increase CTV/OTT spend by an average of 17%, driven by CTV's ability to reach highly engaged audiences and combine TV impact with digital precision.

## CTV becomes more deeply integrated into total video planning

Integrated/hybrid teams now control 55% of CTV/Streaming TV budgets, and 50% of CTV/OTT spend is expected to be purchased programmatically in 2026.

## CTV and Linear Together Drive Greater Full-Funnel Impact

Four in five advertisers say combining linear TV and CTV/Streaming TV has a greater impact on brand awareness, reach, ROI and ad recall — reinforcing CTV's role within total video strategies.

## Premium CTV Environments Are Proving Their ROI Value

97% agree advertising on premium video content improves ROI performance goals, reinforcing the importance of quality inventory.

## Omnichannel Activation Strengthens Campaign Performance

Nearly 9 in 10 advertisers say including CTV/Streaming TV in omnichannel campaigns enhances performance and improves ROI and ROAS.

## The Next Chapter: Reduce Fragmentation, Unify Measurement, Improve Frequency, Apply AI

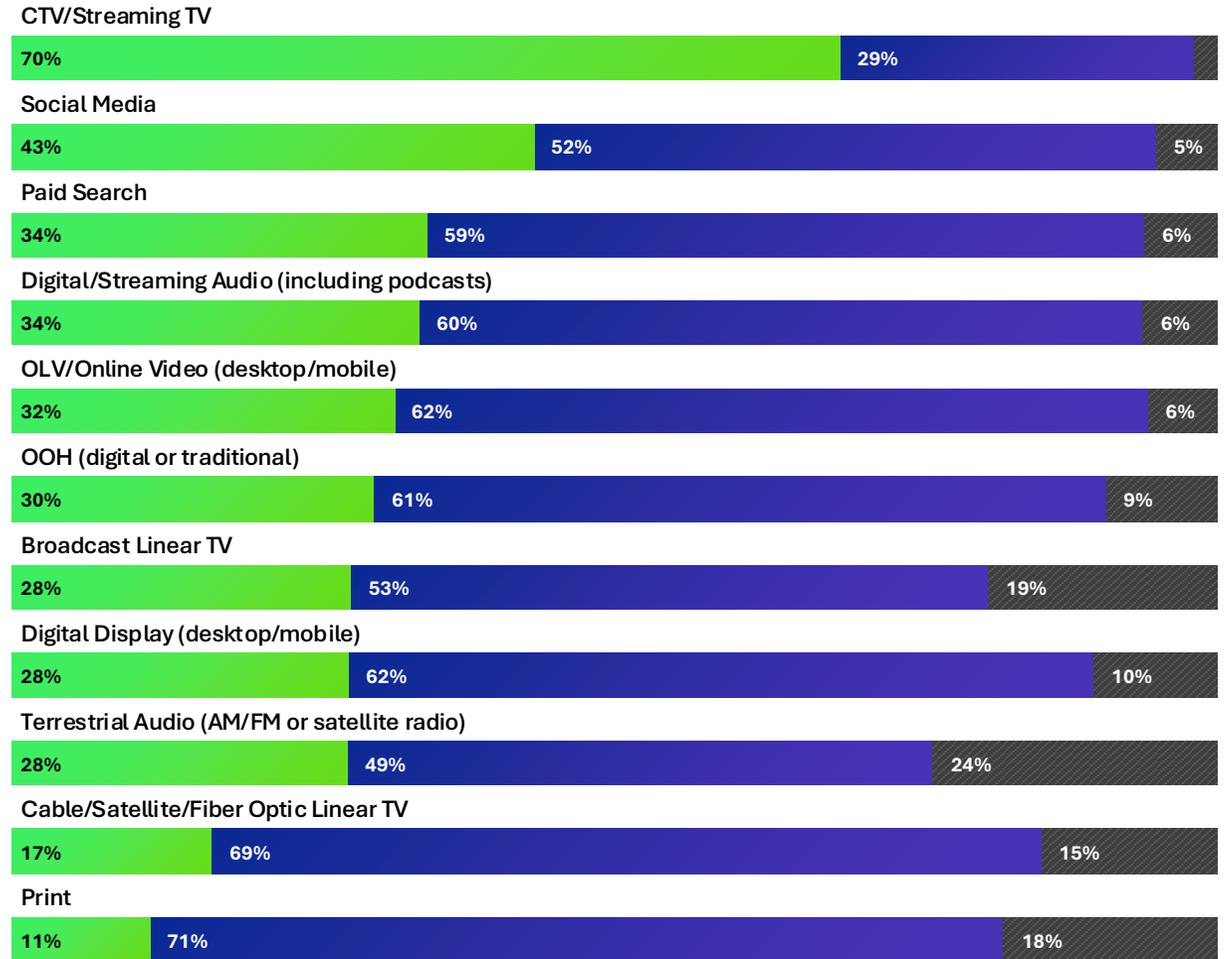
Fragmentation remains the top barrier, increasing demand for unified measurement, better frequency control and AI-driven optimization.

# CTV Investment Continues to Climb

The survey reveals that advertisers are entering the new year with greater confidence in CTV's ability to drive measurable business outcomes as part of broader linear and video investments.

**Spending Change in 2026 vs 2025**  
(Sorted by increase)

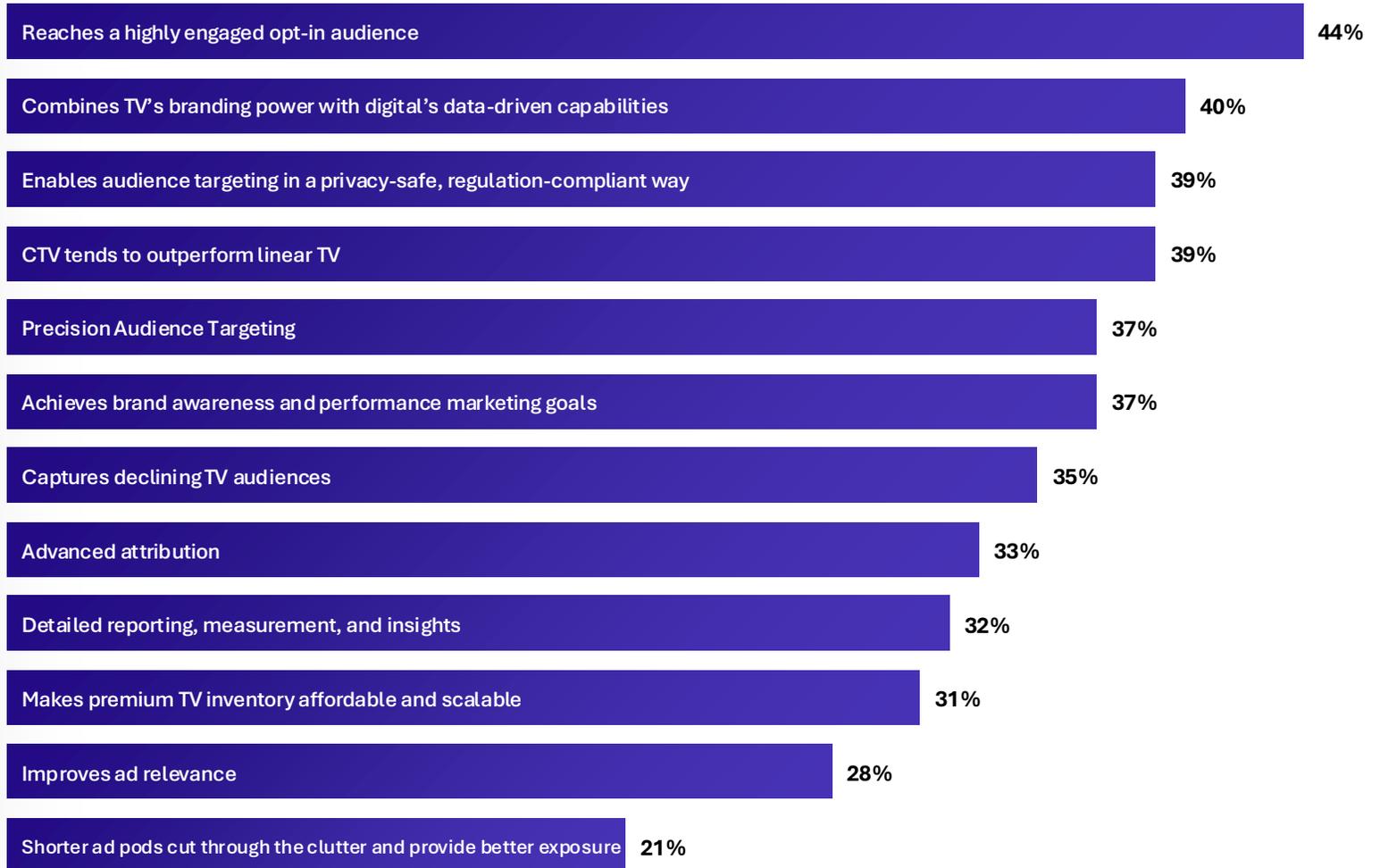
■ Increase ■ Stay the same ■ Decrease



## Engagement and Precision Fuel CTV Spend

Spend increases are driven by the ability to reach highly engaged, opt-in audiences (44%) and combine TV’s branding power with digital precision (40%).

### Top Reasons for Increasing Spend on CTV/Streaming TV in 2026



# Budgets Are Shifting Toward CTV

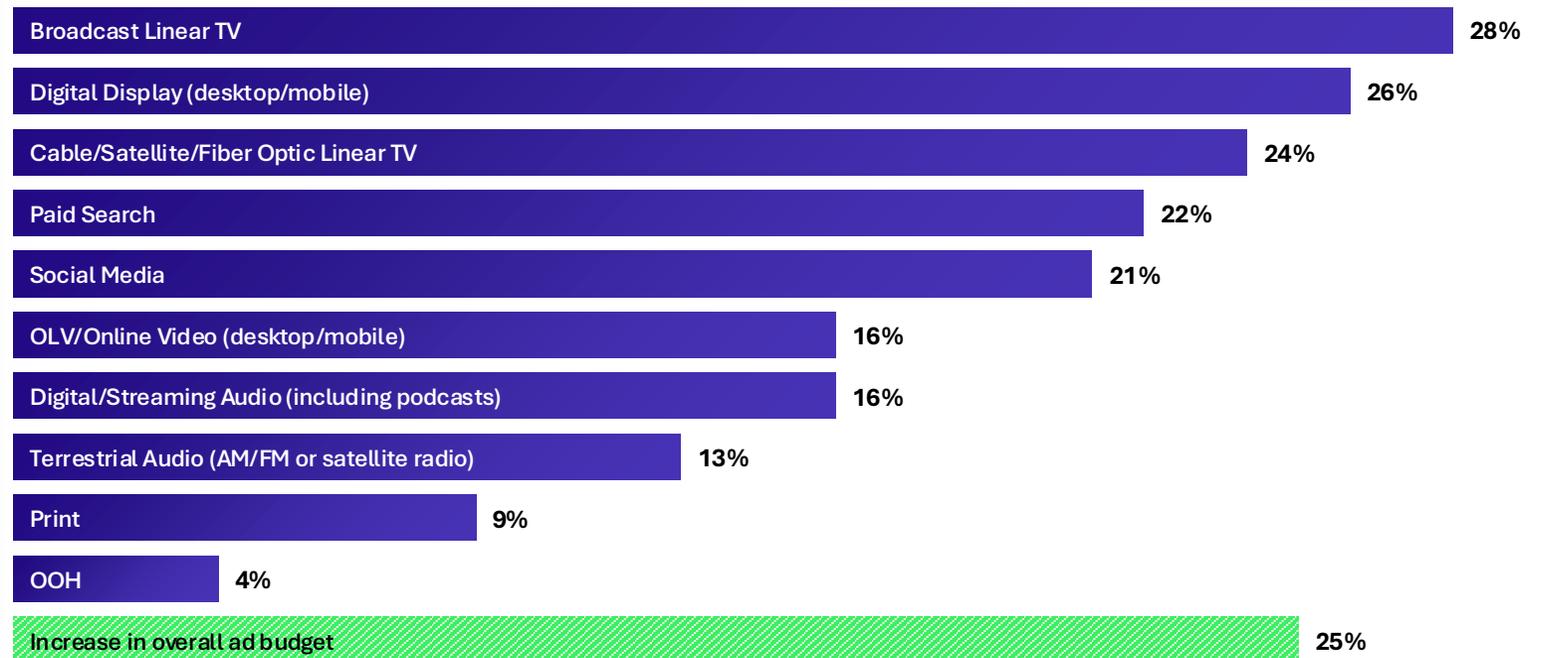
Among those increasing CTV/OTT ad spend in 2026, 25% of that funding is coming from overall ad budget growth, with the remainder reallocated from other channels — including linear TV, digital display, paid search and social media.

↗

70%

of advertisers expect to increase their CTV spending, with an average rise of 17%

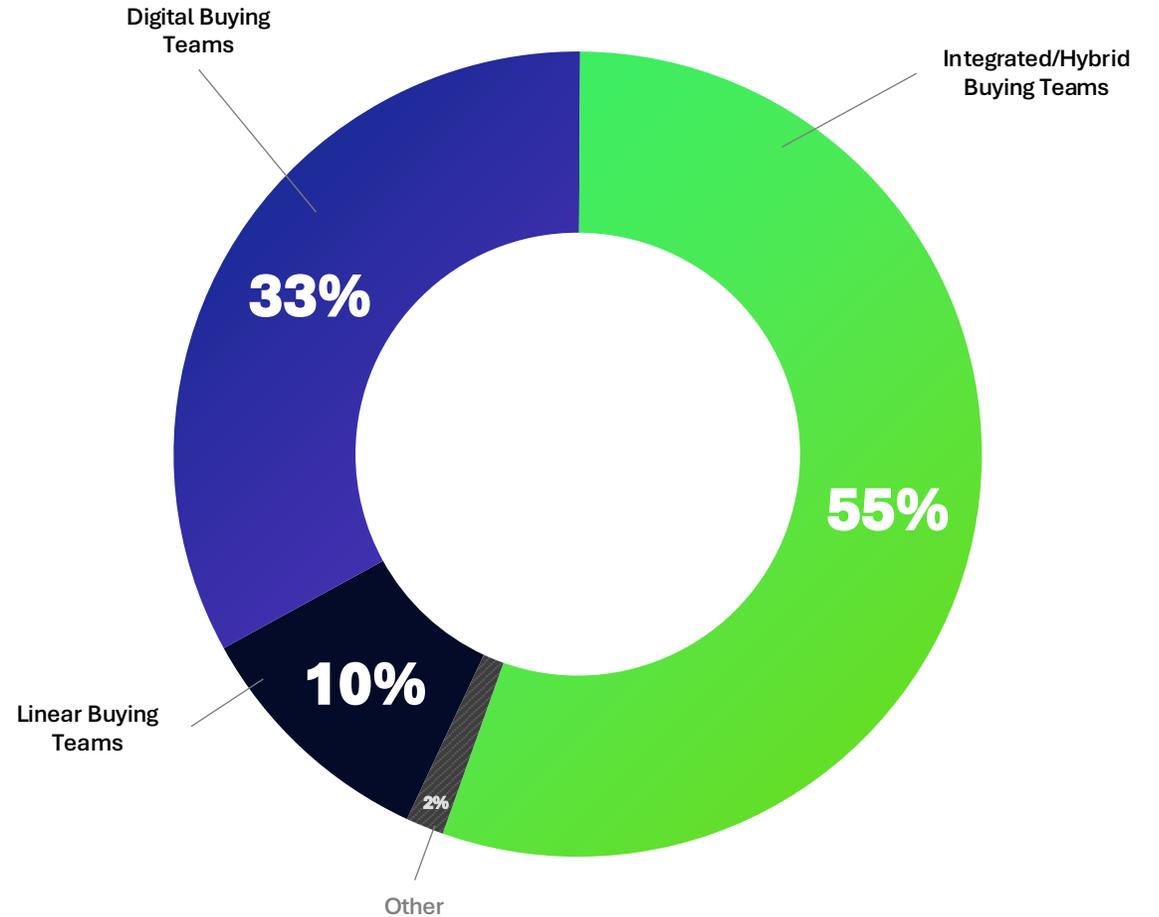
**Budgets Shifting to Fund Increase in CTV/Streaming TV Spending**



## CTV Is Reshaping Total Video Buying

The findings also highlight important implications for agencies. As CTV becomes more deeply integrated into total video planning, integrated or hybrid teams now control 55% of CTV/Streaming TV budgets, reflecting a structural shift in how video investments are managed.

Team Responsible for Budget Control for CTV/Streaming TV Advertising

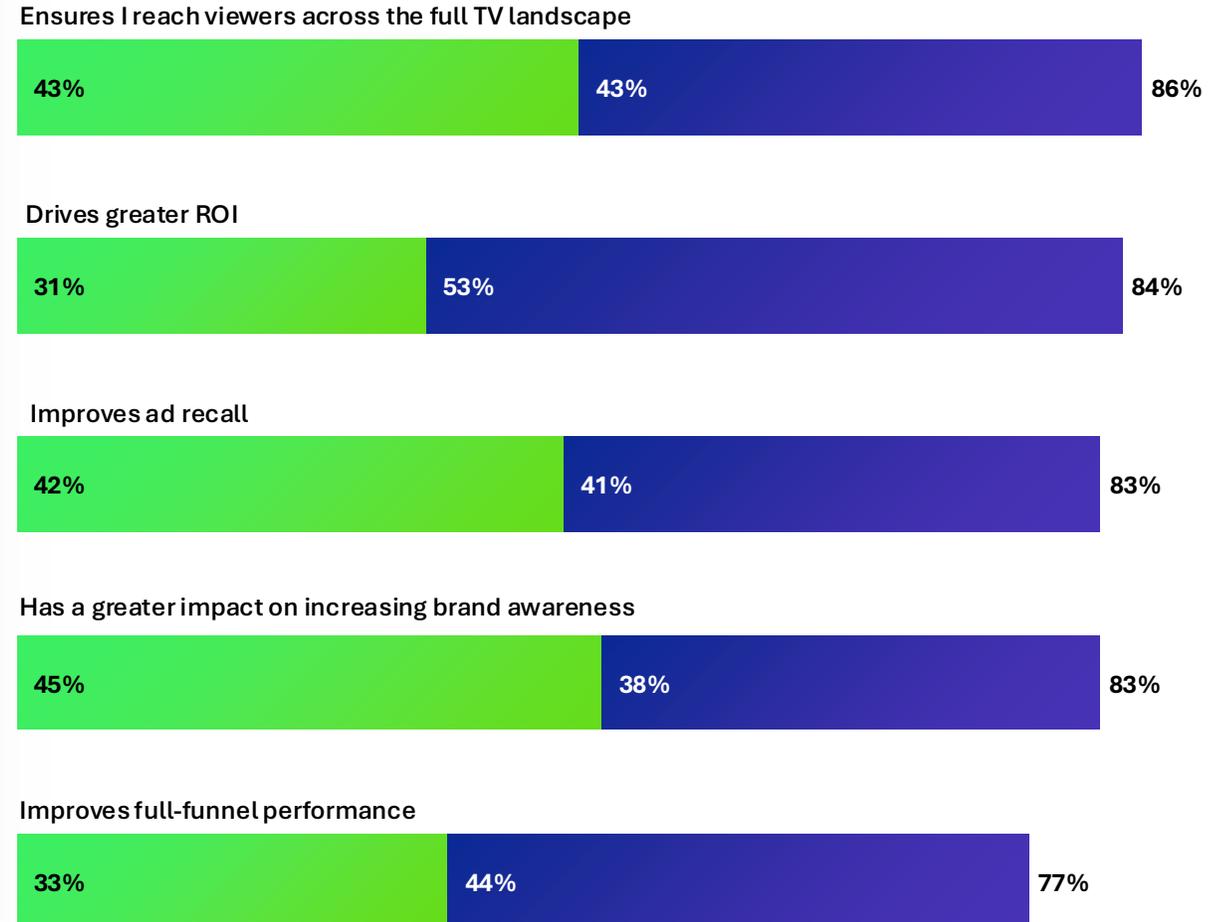


# CTV and Linear Together Drive Greater Full-Funnel Impact

CTV has firmly established itself as a core pillar of modern total video strategies, working alongside linear TV to deliver brand scale with digital precision. Four in five advertisers agree that combining linear TV and CTV/Streaming TV has a greater impact on increasing brand awareness, reaching viewers across the TV landscape, driving ROI and improving ad recall.

## Agreement with Statements About Combining Linear TV & CTV/Streaming TV

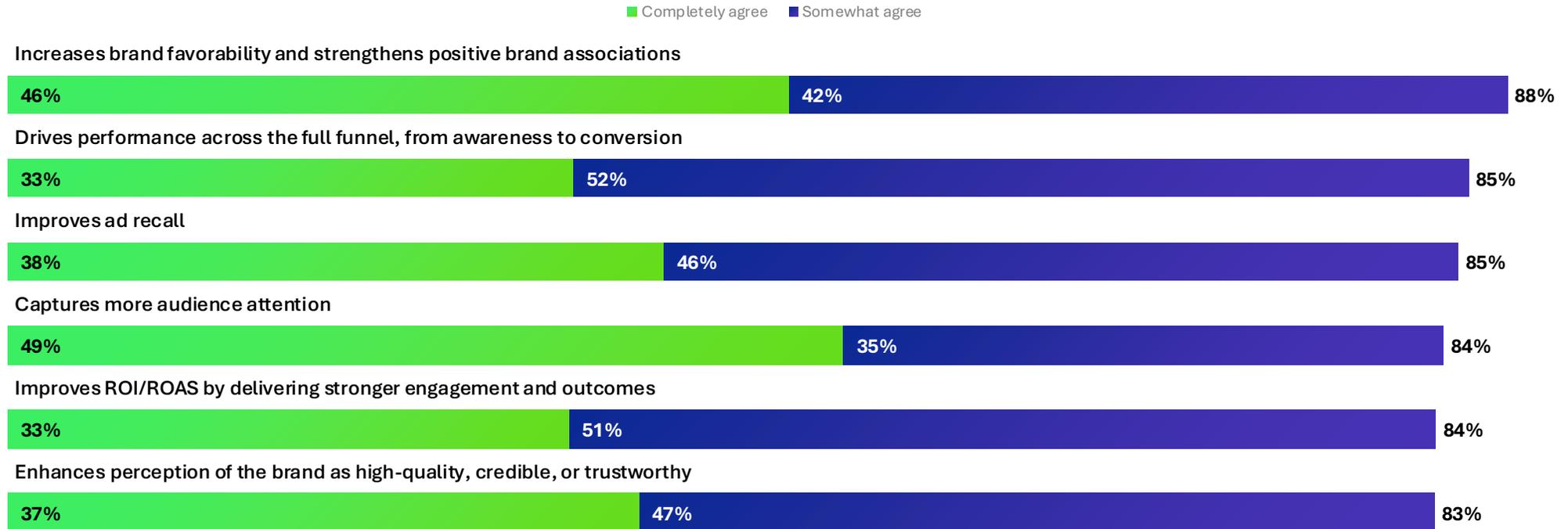
■ Completely agree ■ Somewhat agree



# CTV Delivers Proven Full-Funnel Performance

Additionally, more than eight in 10 CTV advertisers agree that CTV/Streaming TV drives performance across the full funnel — from awareness to conversion — and strengthens ad recall within integrated campaigns.

## Agreement with Statements on Advertising in CTV/Streaming TV Premium Content



## Premium CTV Delivers Measurable Brand and Performance Impact

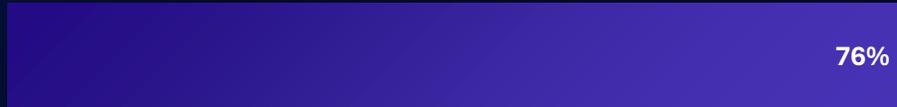
Advertisers are prioritizing premium CTV environments for their ability to deliver both brand impact and measurable business outcomes. Ninety-seven percent of CTV/OTT advertisers agree that advertising on premium video content can improve ROI performance goals. Nearly nine in 10 CTV advertisers agree that CTV/Streaming TV increases brand favorability and strengthens positive brand associations.

### Improvement in ROI Performance with CTV/Streaming TV Premium Video Content

Yes (Net)



Yes, improves ROI for upper funnel goals



Yes, improves ROI for mid-funnel goals



Yes, improves ROI for lower-funnel goals



No, premium video content does not improve ROI performance

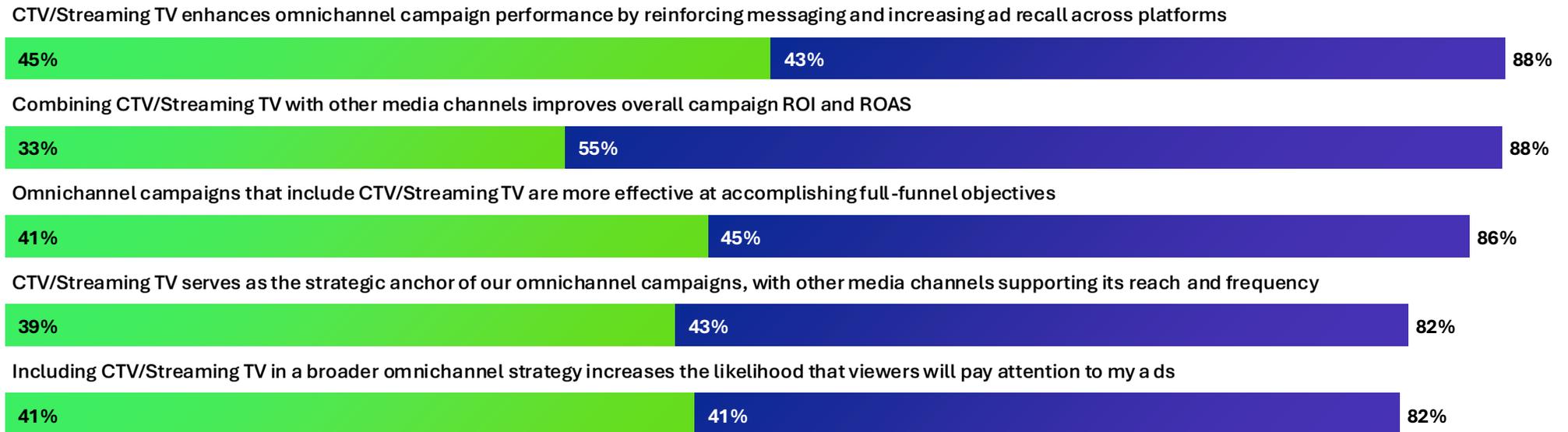


# Omnichannel Integration Accelerates Across Total Video

As media strategies continue to converge, CTV is becoming a foundational channel within omnichannel planning — activated alongside linear, digital and social to reach audiences wherever and however they are watching. More than two in five CTV advertisers completely agree that CTV will play a growing role in digital-first buying within total video strategies.

## Agreement with Statements on Combining CTV/Streaming TV with Other Media to Run Omnichannel Campaigns

■ Completely agree ■ Somewhat agree

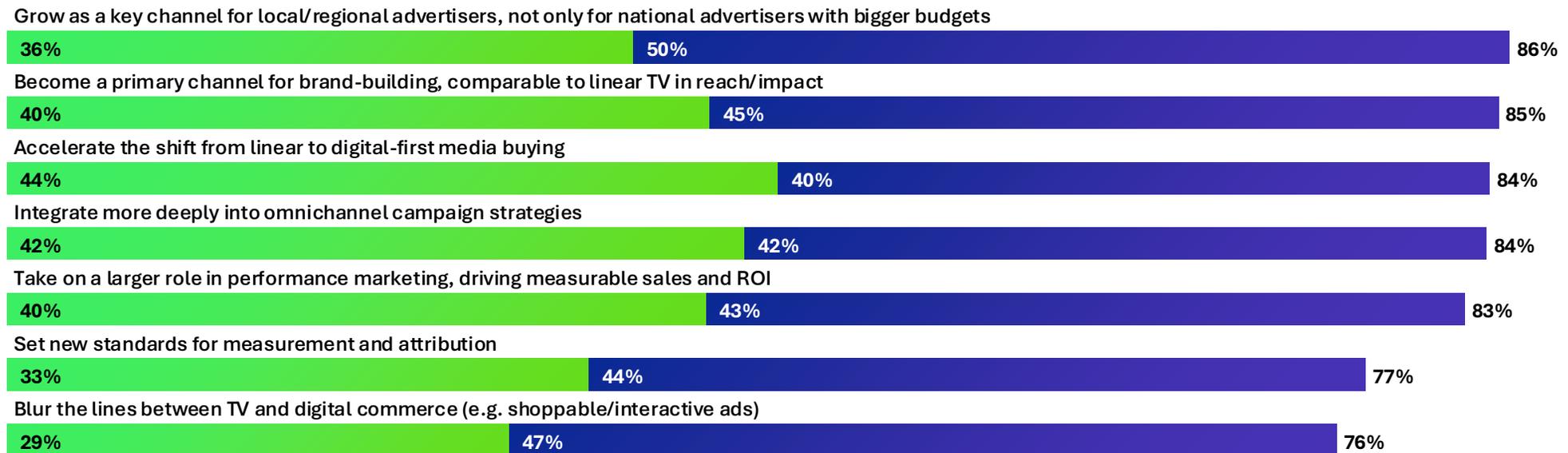


# CTV Gains Momentum With Local and Regional Advertisers

Nearly nine in 10 CTV advertisers agree that including CTV/Streaming TV in an omnichannel campaign enhances performance by reinforcing messaging and improving overall campaign ROI and ROAS. Nearly nine in 10 also agree that CTV/Streaming TV will continue to grow as a key channel for local and regional advertisers — not just national brands.

## Agreement with Statements on how CTV/Streaming TV will evolve and impact Industry in 2026

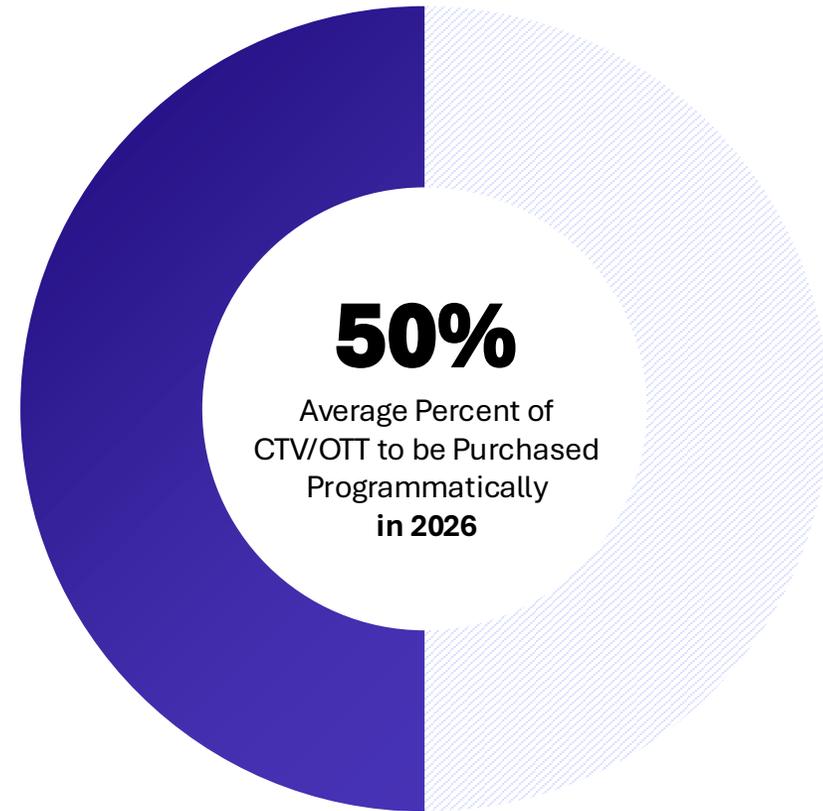
■ Completely agree ■ Somewhat agree



## CTV Programmatic Adoption Grows

Looking ahead, 50% of CTV/OTT advertising is expected to be purchased programmatically in 2026, signaling continued evolution toward flexible activation models that blend programmatic and managed services.

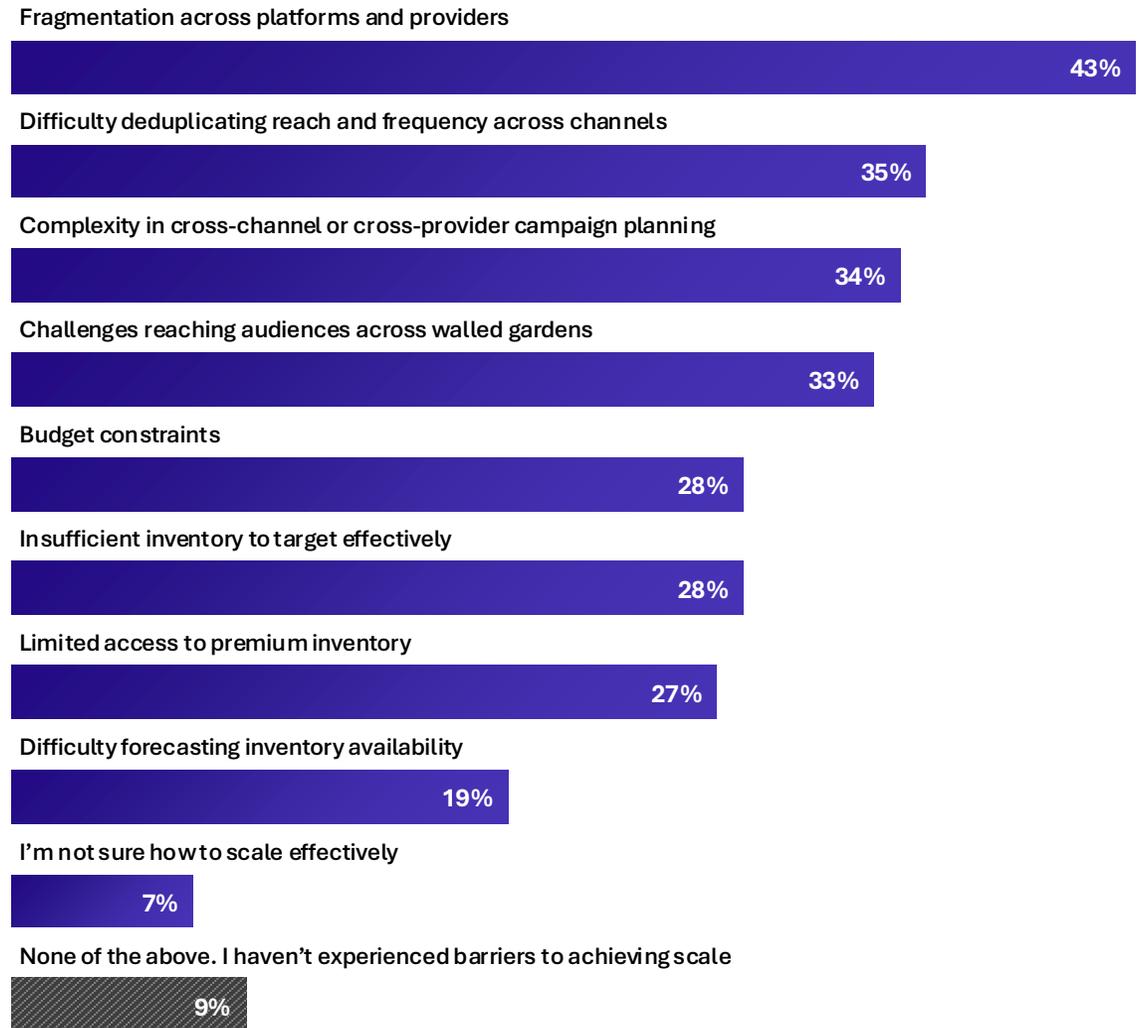
**% CTV/Streaming TV Advertisers will Purchase Programmatically 2026**



# The Next Chapter of CTV: Higher Expectations, Clearer Demands

As CTV continues to scale, advertisers are raising expectations for what the channel must deliver — including greater transparency, more consistent measurement and simpler execution across an increasingly complex ecosystem.

## Biggest Barriers to Achieving Scale in CTV/Streaming TV Campaigns



## Fragmentation Seen as Biggest Barrier

Fragmentation across providers remains the biggest barrier to achieving scale, with one-third of advertisers citing challenges related to deduplicated reach, cross-provider planning and walled gardens. More than half cite access to walled garden inventory and maximizing reach across platforms as the primary reasons for working with multiple CTV/Streaming TV providers.

### Number of CTV/Streaming TV providers typically used



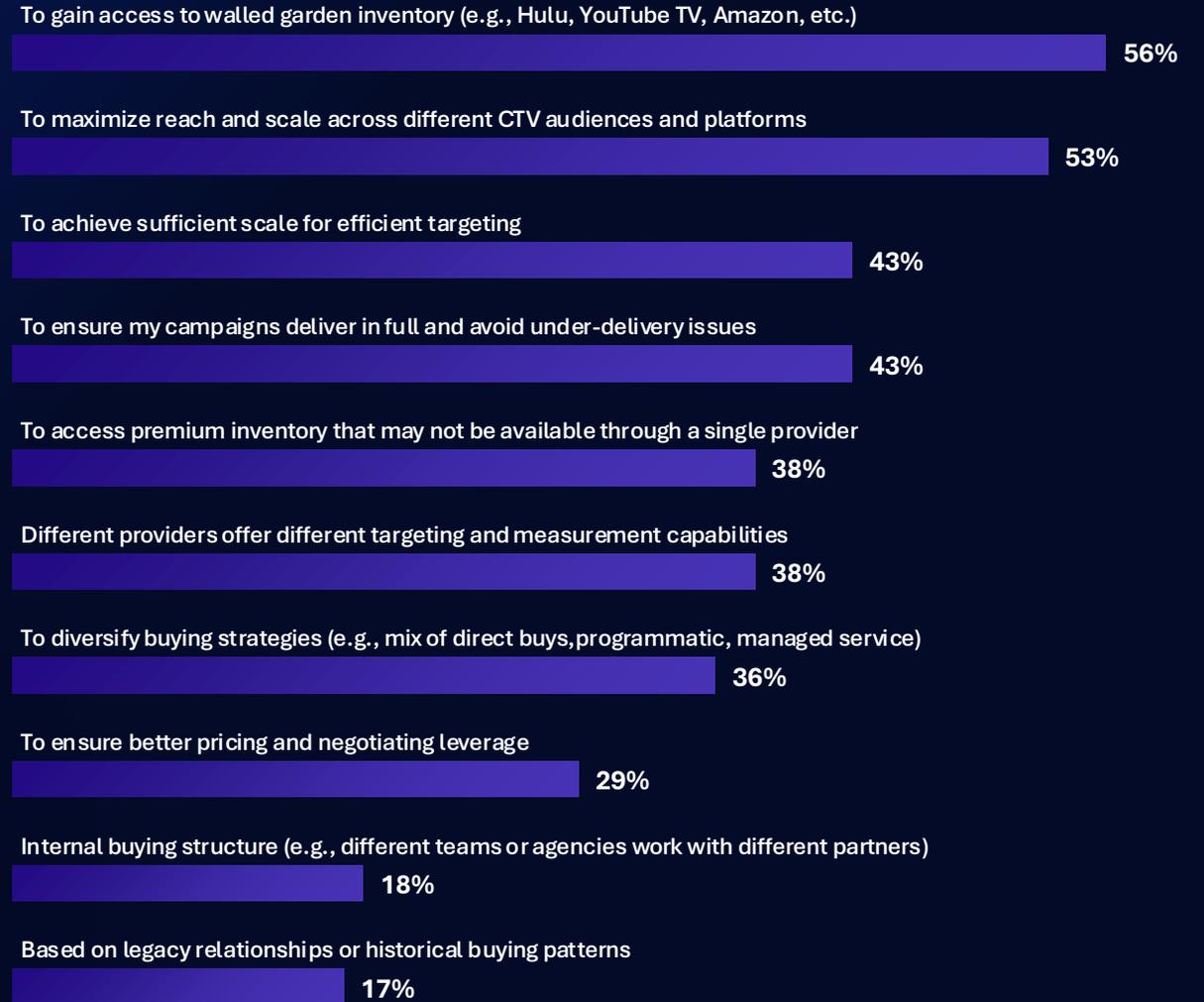
**91%**

of advertisers typically work with more than one CTV/Streaming TV partner

**4.4**

Average number of CTV/Streaming TV partners used on a typical campaign

### Main Reasons for Working with Multiple CTV/Streaming TV Providers



# Advertisers Value Single-Platform CTV Management

Nearly all advertisers see value in managing CTV/Streaming TV campaigns through a single platform, with ease of achieving scale for effective targeting cited as the top advantage, followed by optimal reach and frequency and unified measurement, reporting and insights.

## Value of Managing CTV/Streaming TV Campaigns That Deliver Premium Inventory via a Single Platform



## Advantages of Working with a Single CTV/Streaming TV Provider That Delivers Premium Inventory



# AI Expectations Outpace Reality in CTV

With AI top of mind, real-time optimization is considered the most valuable AI functionality for CTV/Streaming TV advertising (58%), while fewer believe it is likely to be widely available in 2026 (44%).

## Most Valuable / Most Likely CTV/Streaming TV Innovations in 2026

(Sorted by Most Valuable)

	Most Valuable	Likely to Happen in 2026
AI-driven campaign optimization	51%	51%
Better frequency control across platforms	49%	33%
Transparent inventory access across publishers	44%	31%
Standardized reporting dashboards	43%	28%
Interactive and shoppable ads	42%	30%
Unified cross-platform measurement and attribution	42%	35%
Smarter audience targeting and data integration	41%	53%
Attention metrics	38%	31%
Personalized creative at scale	34%	38%

## Most Valuable / Most Likely AI-Driven Functionality in CTV/Streaming TV in 2026

(Sorted by Most Valuable)

	Most Valuable	Likely to Happen in 2026
Real-time campaign optimization	58%	44%
Smarter audience targeting and segmentation	48%	48%
Automated reporting and insights	45%	43%
Predictive analytics and forecasting	44%	38%
Cross-channel campaign orchestration	44%	29%
Fraud detection and brand safety	42%	43%
Win/loss & sentiment insights	35%	30%
Creative personalization at scale	34%	39%
Smarter interactive/shoppable ad experiences	32%	38%

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