

Ad Agency Clients Are Most Interested in Advertising on TV

Author : eMarketer

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Clients are also interested in advertising on digital

Roughly half of US ad agency professionals said their clients are most interested in advertising on spot TV or spot cable—more than any other medium including **digital**, mobile, streaming video and radio, April 2016 research revealed.

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Media buying and selling software provider [Strata](#) surveyed 84 US ad agency professionals who were at the media director level or higher at agencies of varying sizes. When it came down to the **advertising** media their clients were most interested in, TV was the top choice.

Digital was second. Indeed, 31% of US ad agency professionals said their clients were most interested in **advertising** on that medium. Few respondents said their clients were most interested in advertising on mobile.

eMarketer estimates that **digital—which** includes mobile—is neck-and-neck with TV ad spend in the US. **eMarketer** expects outlays on **digital** ads will hit \$68.82 billion in 2016, while TV spending will total \$70.60 billion.

Nevertheless, no other medium can challenge TV's dominance of the US **advertising** market. According to **eMarketer**, spending on every other medium combined, which includes print, radio and out-of-home, doesn't come close.

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