

# TV Spend Report by Industry: FY 2025

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Your guide to national TV spending strategies

Staying ahead in today’s advertising ecosystem means informing your strategic approach with key insights and intelligence.

With over **\$88 billion\*** flowing into premium video, advertisers of all types and sizes can benefit from understanding the spending strategies of brands within their own industry or across others.

While the network, daypart and day of week mix may differ, one aspect each of these advertisers have in common is they recognize the value of investing in premium video to reach and engage their customers.

**The National TV data you will find in this report:**

<p><b>The Top 30 Networks/Channels by Spend</b></p> 	<p><b>Daypart Distribution by Impressions</b></p> 	<p><b>Day of Week Distribution by Impressions</b></p> 	<p><b>Top 8 Spenders by Brand</b></p> 
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**How you can leverage this data:**

- Develop a deeper understanding of how industry leaders are investing their ad dollars in premium video
- Compare and contrast your strategy to top industry spenders
- Discover pockets of opportunity to refine and expand your advertising tactics

Source: \*EMARKETER Forecast, CTV and Traditional TV spending, November 2025

# TV Spend Report by Industry

## Industries

Click on the industry to be brought to their spending report

### Automotive



Includes Automotive Vehicles

### Business



Includes Financial Services, B2B and B2C Businesses

### CPG



Includes Food & Beverages, Personal Care Products and Household Supplies

### Entertainment



Includes Gaming, Sports, Family & Recreational Entertainment, Movies and TV

### Health & Wellness



Includes Personal, Physical, Oral, Reproductive and Sleep Health Care Products

### Home Improvement



Includes Retail Home Improvement Stores, Outdoor and Interior Improvement, HVAC & Flooring

### Insurance



Includes Auto & General, Health and Life & Supplementary Insurance

### Pharma



Includes Rx Medications

### Restaurants



Includes Quick Service Restaurants, Casual Dining, Pizza, Delivery Services & Apps

### Retail



Includes Apparel, Department Stores, Online Stores, Outdoor & Sporting Goods

### Telco & Tech



Includes Electronic & Communication Devices, Enterprise & Cloud, Cable, Satellite & ISP

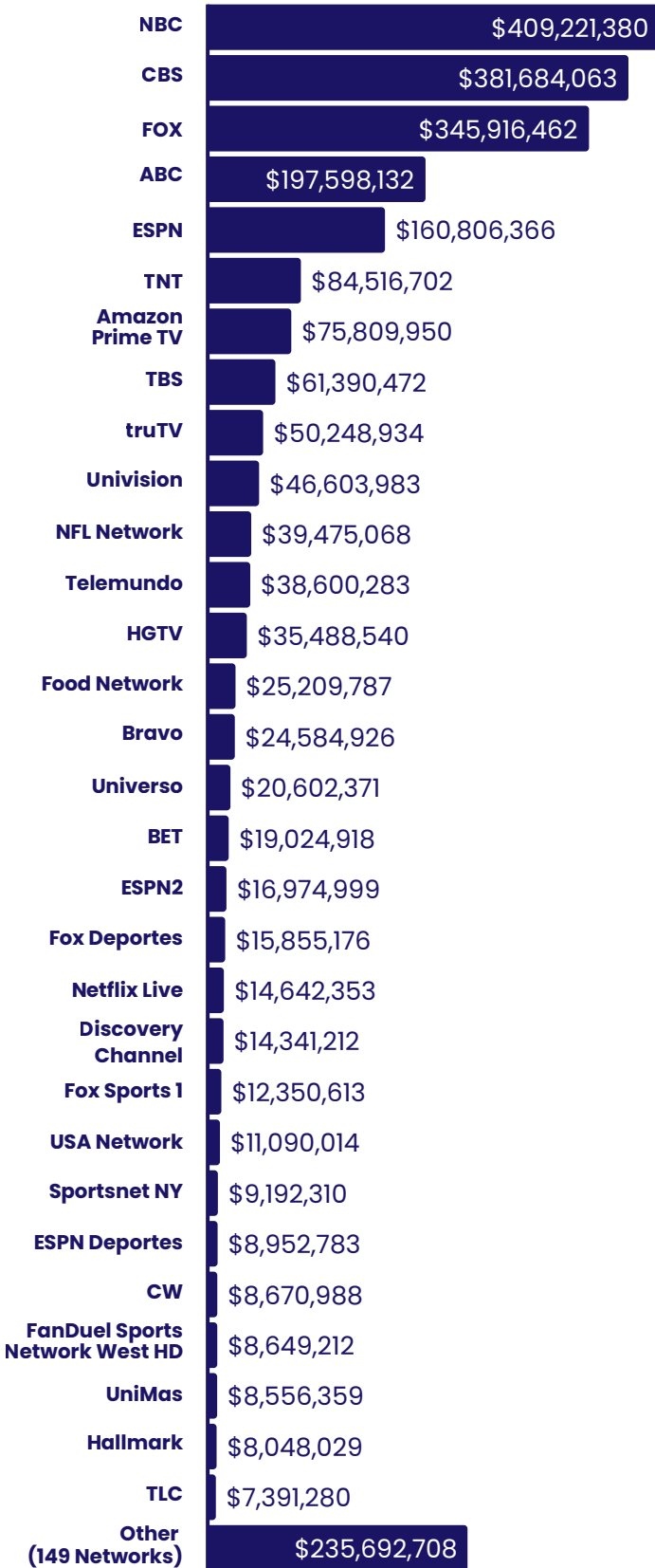
### Travel



Includes Airlines, Hotels & Motels, Travel Websites, Cruises, Resorts, Theme Parks & Destinations



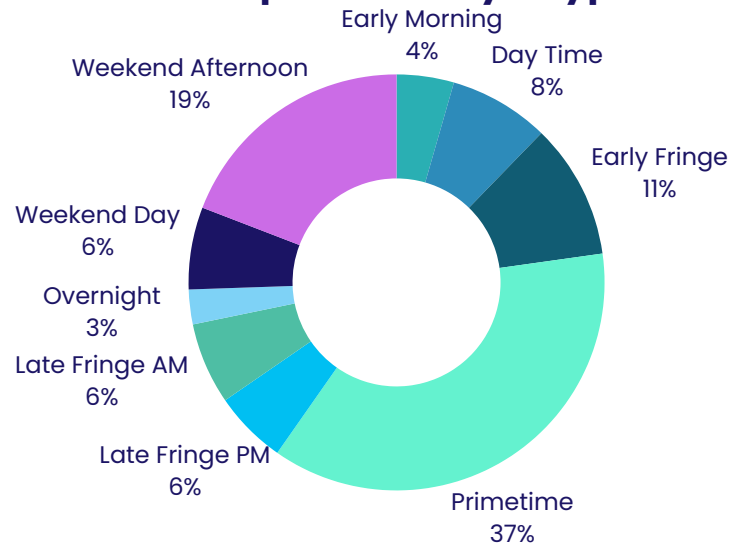
## Total Spend by Network



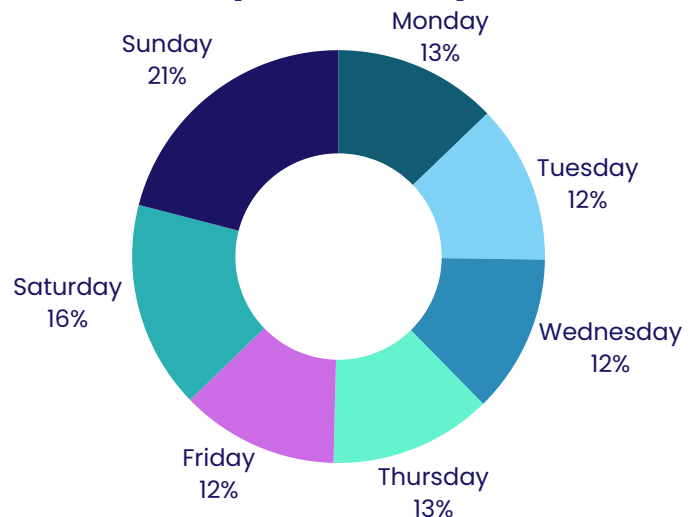
## Total Spend: \$2,397,191,828



### % of Impressions by Daypart



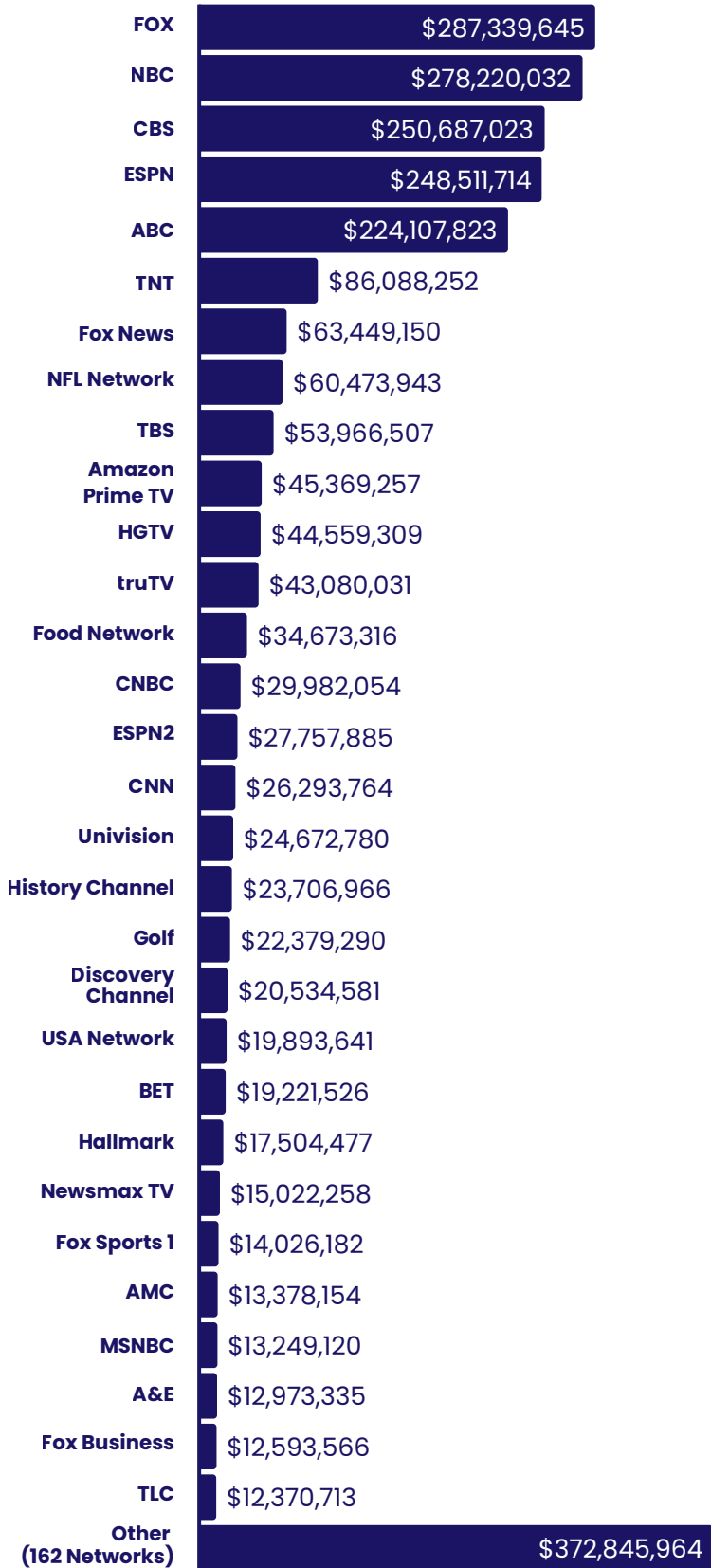
### % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Automotive Vehicles. Note: Impression share percentages are rounded.



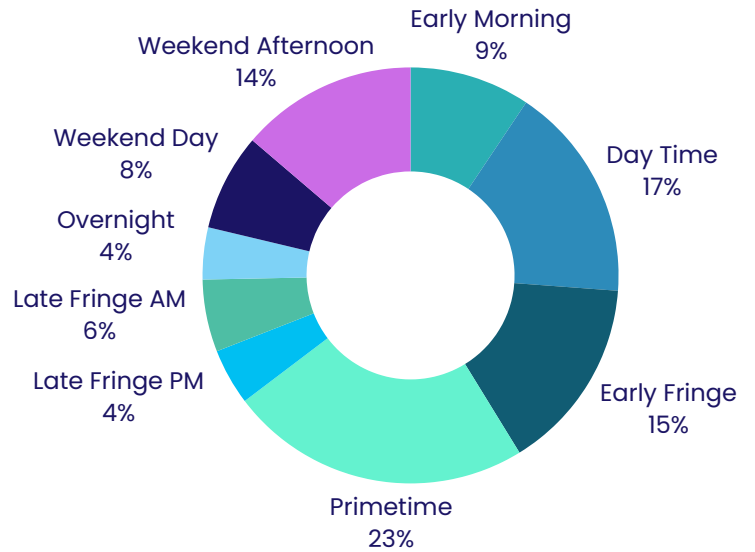
## Total Spend by Network



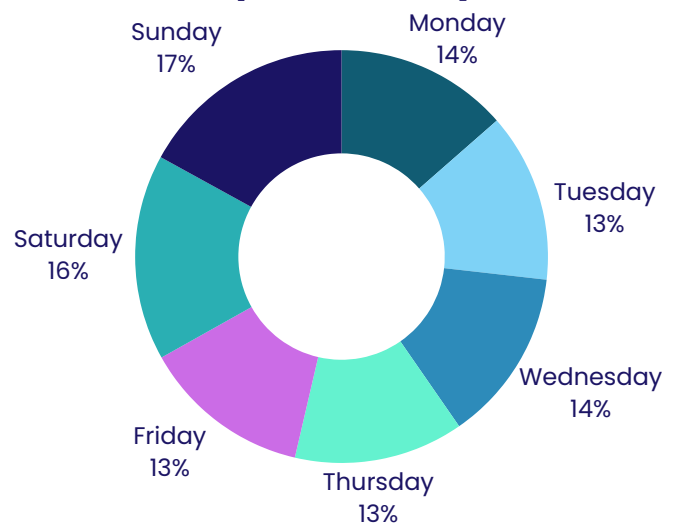
## Total Spend: \$2,418,932,258



### % of Impressions by Daypart



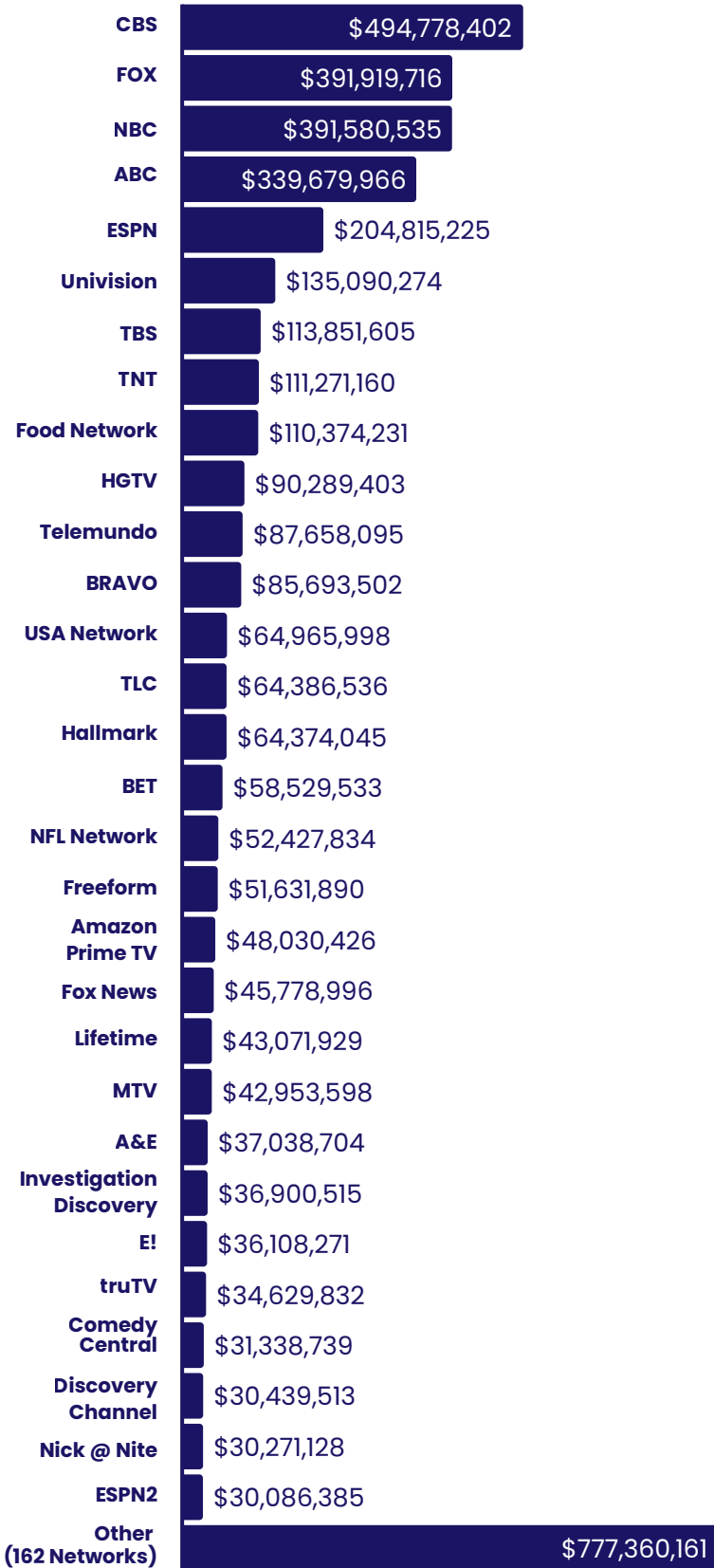
### % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Financial Services, B2B and B2C Businesses (ex: shipping companies such as FedEx, UPS and payment services such as Venmo, Chime and Coinbase). Note: Impression share percentages are rounded.



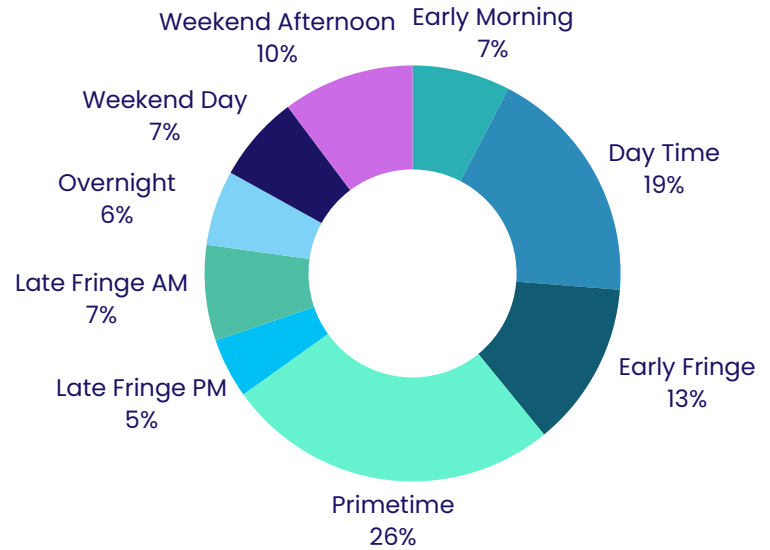
## Total Spend by Network



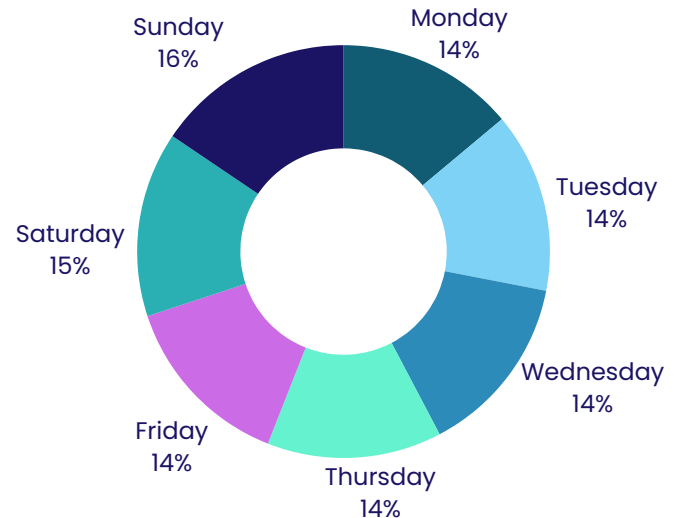
## Total Spend: \$4,137,326,259



### % of Impressions by Daypart



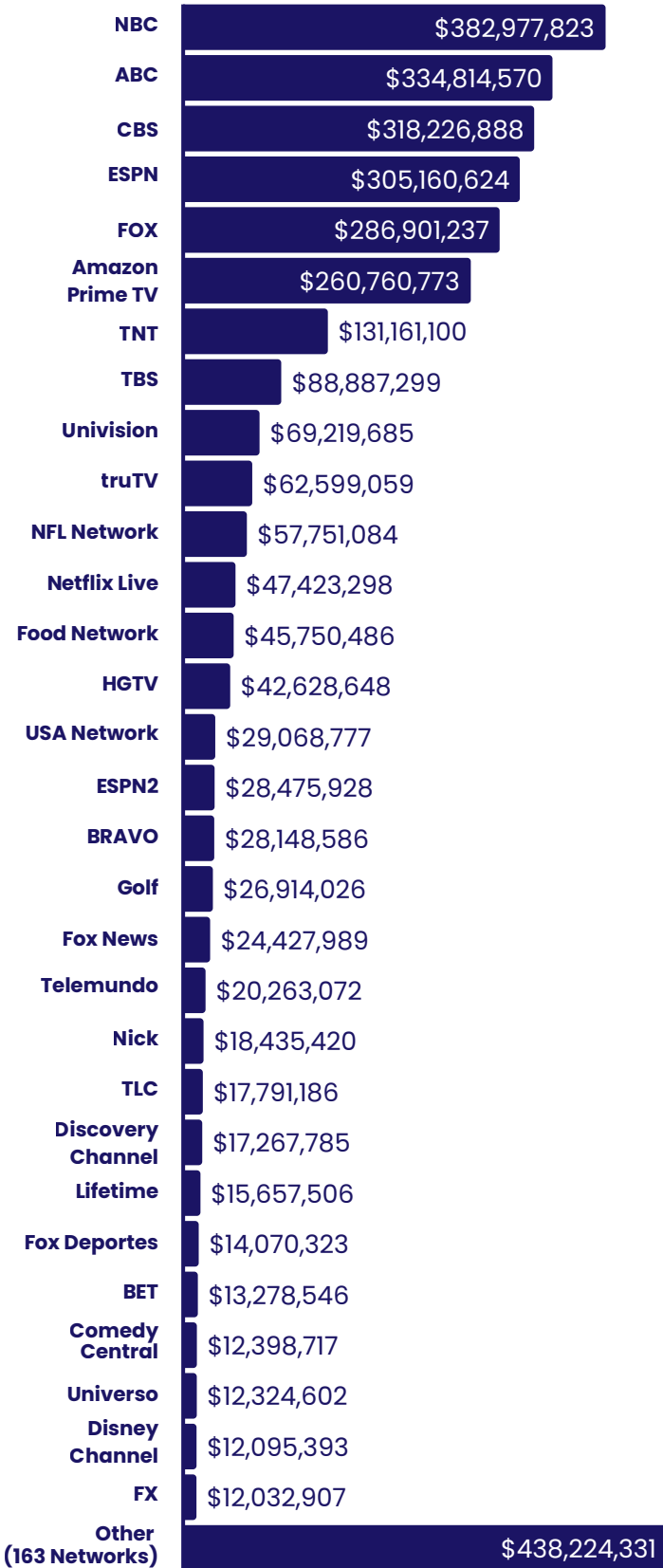
### % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Food & Beverages, Personal Care Products and Household Supplies. Note: Impression share percentages are rounded.



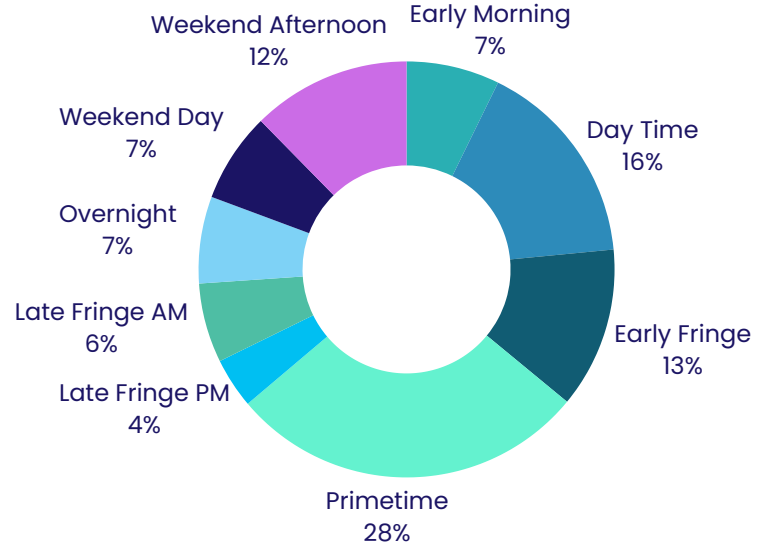
## Total Spend by Network



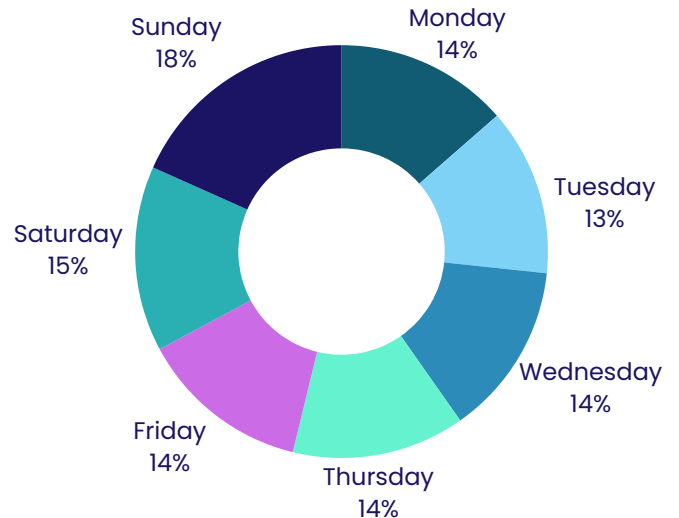
## Total Spend: \$3,174,904,257



## % of Impressions by Daypart



## % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Gaming, Sports, Family & Recreational Entertainment, Movies and TV. Note: Impression share percentages are rounded.



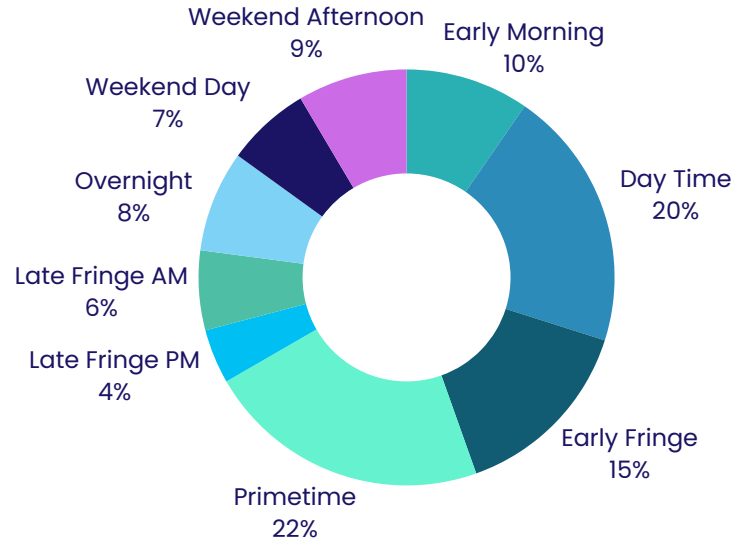
## Total Spend by Network



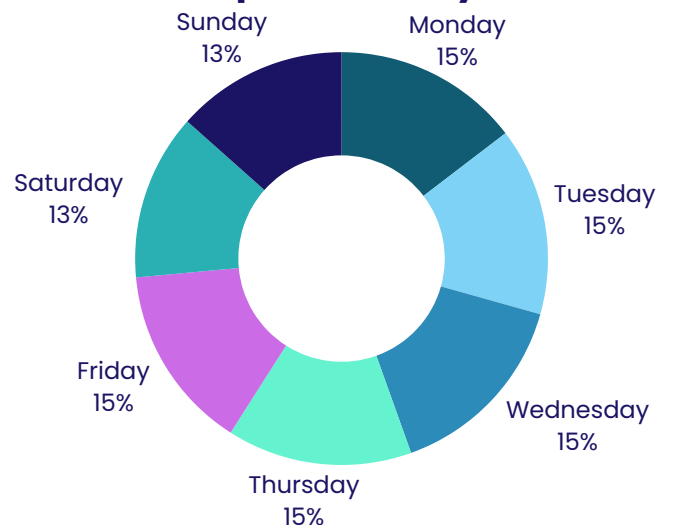
## Total Spend: \$2,207,417,530



### % of Impressions by Daypart



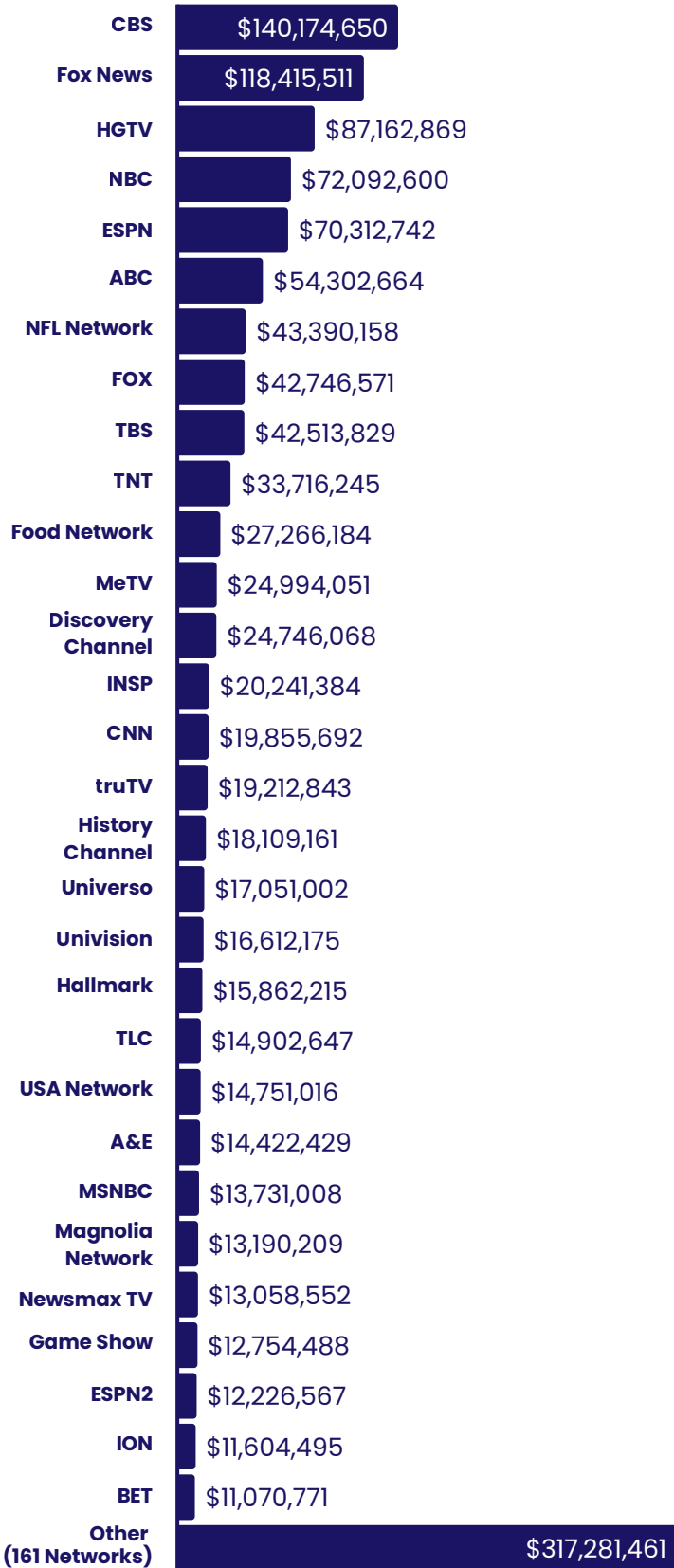
### % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Personal, Physical, Oral, Reproductive and Sleep Health Care Products. Note: Impression share percentages are rounded.



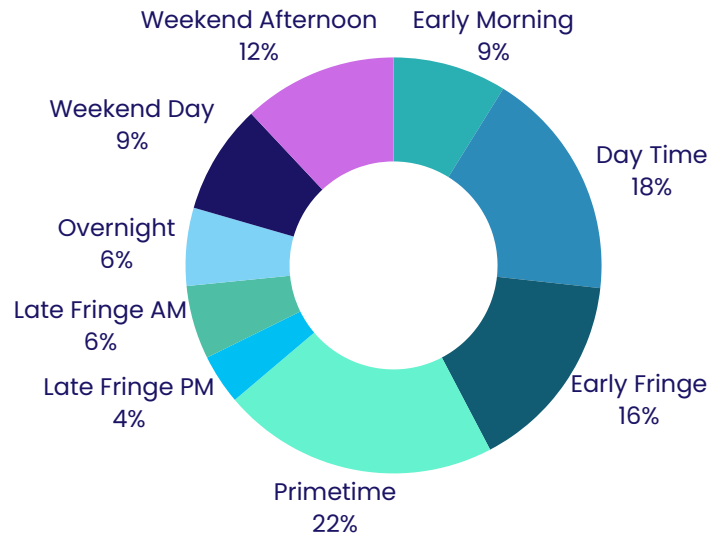
## Total Spend by Network



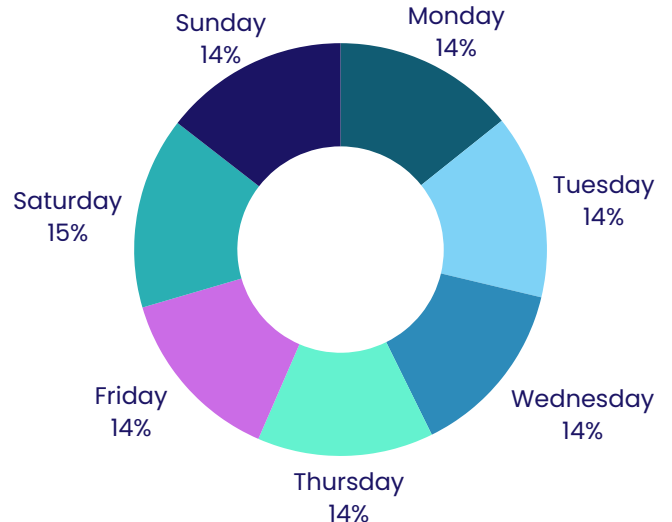
Total Spend:  
**\$1,357,779,804**



### % of Impressions by Daypart



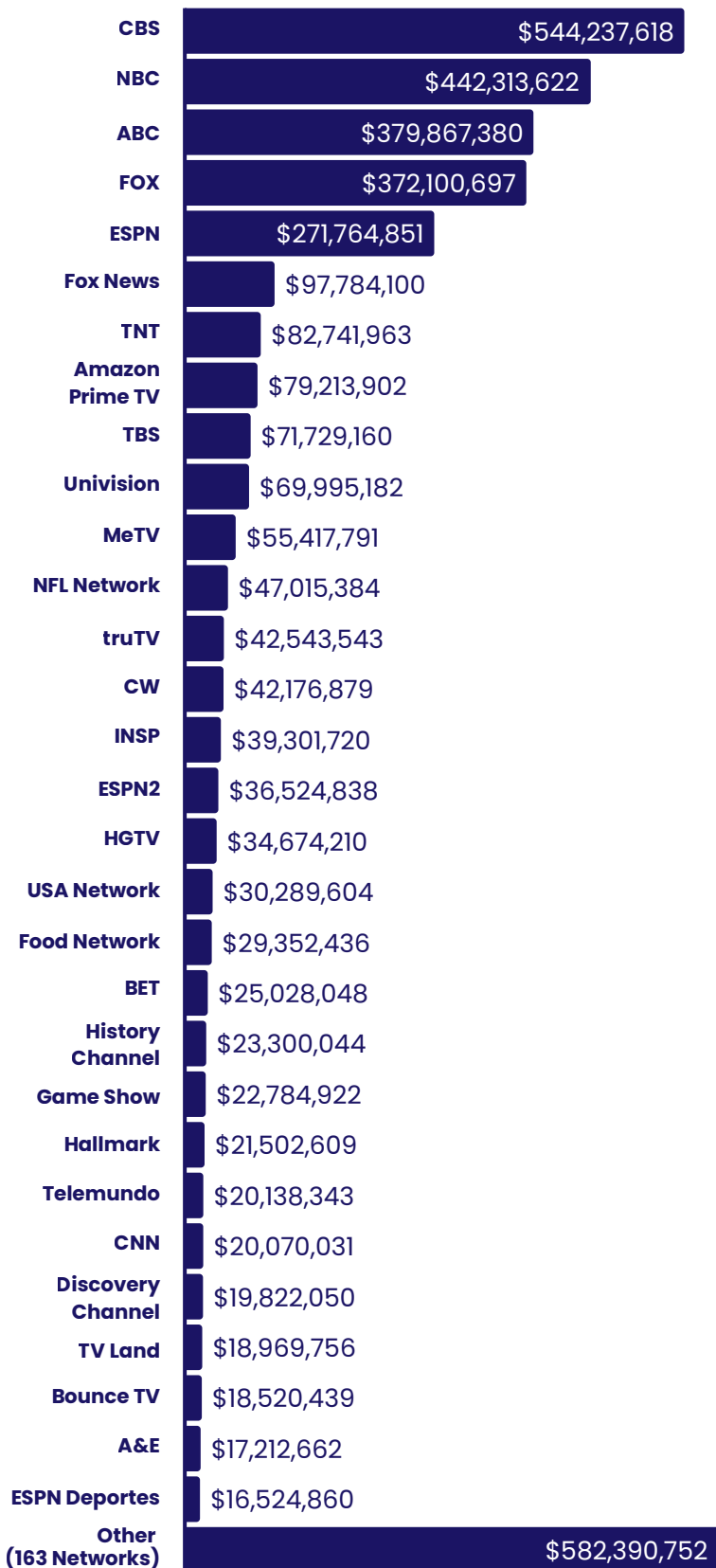
### % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Retail Home Improvement Stores, Outdoor and Interior Improvement, HVAC & Flooring. Note: Impression share percentages are rounded.



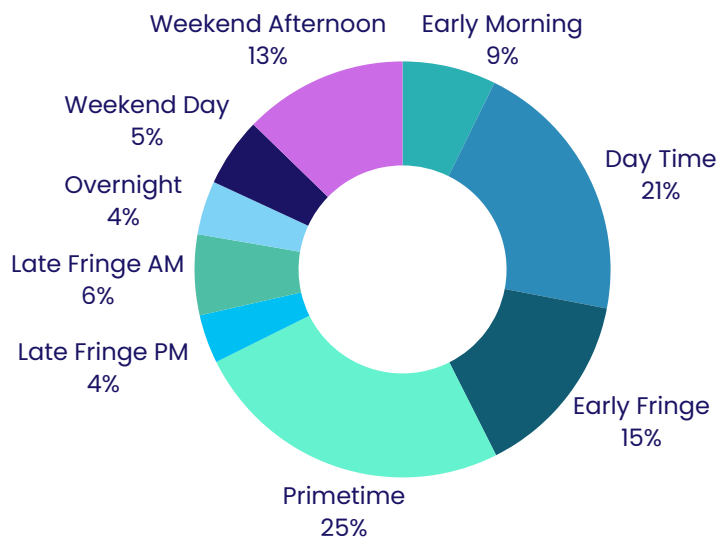
## Total Spend by Network



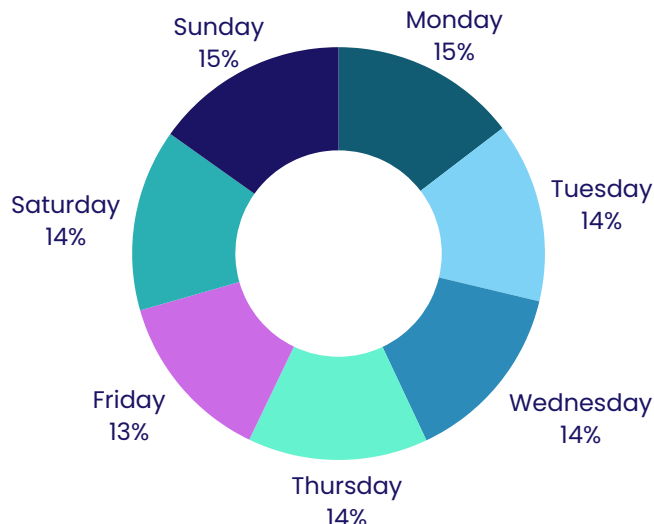
## Total Spend: \$3,575,359,826



## % of Impressions by Daypart



## % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Auto & General, Health and Life & Supplementary Insurance. Note: Impression share percentages are rounded.



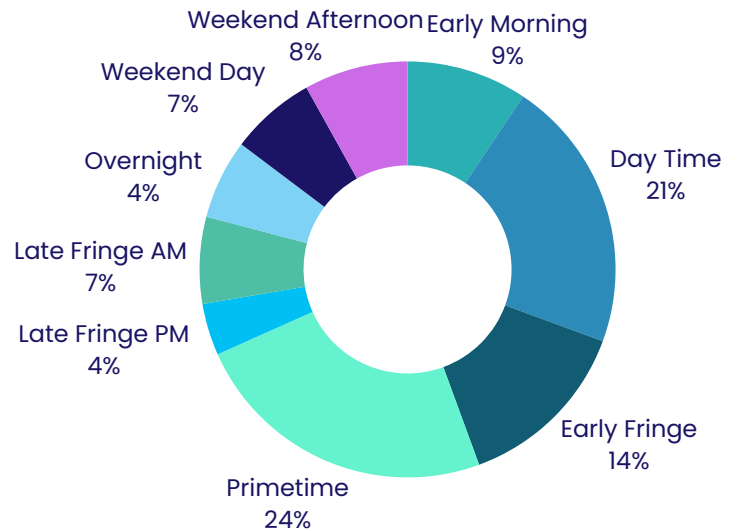
## Total Spend by Network



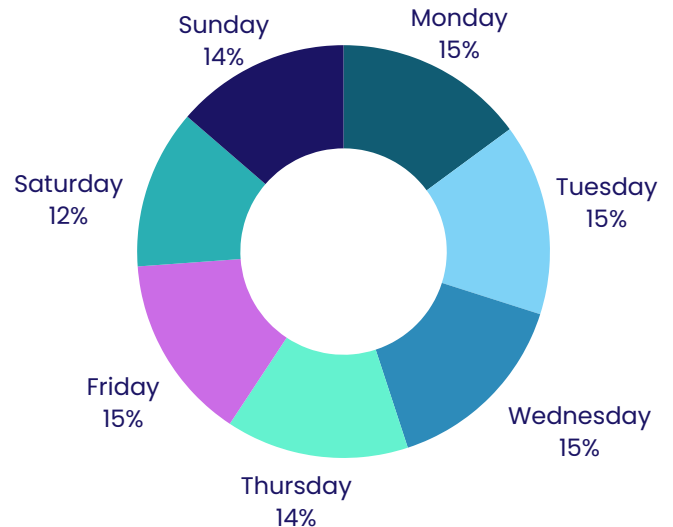
## Total Spend: \$5,633,644,914



### % of Impressions by Daypart



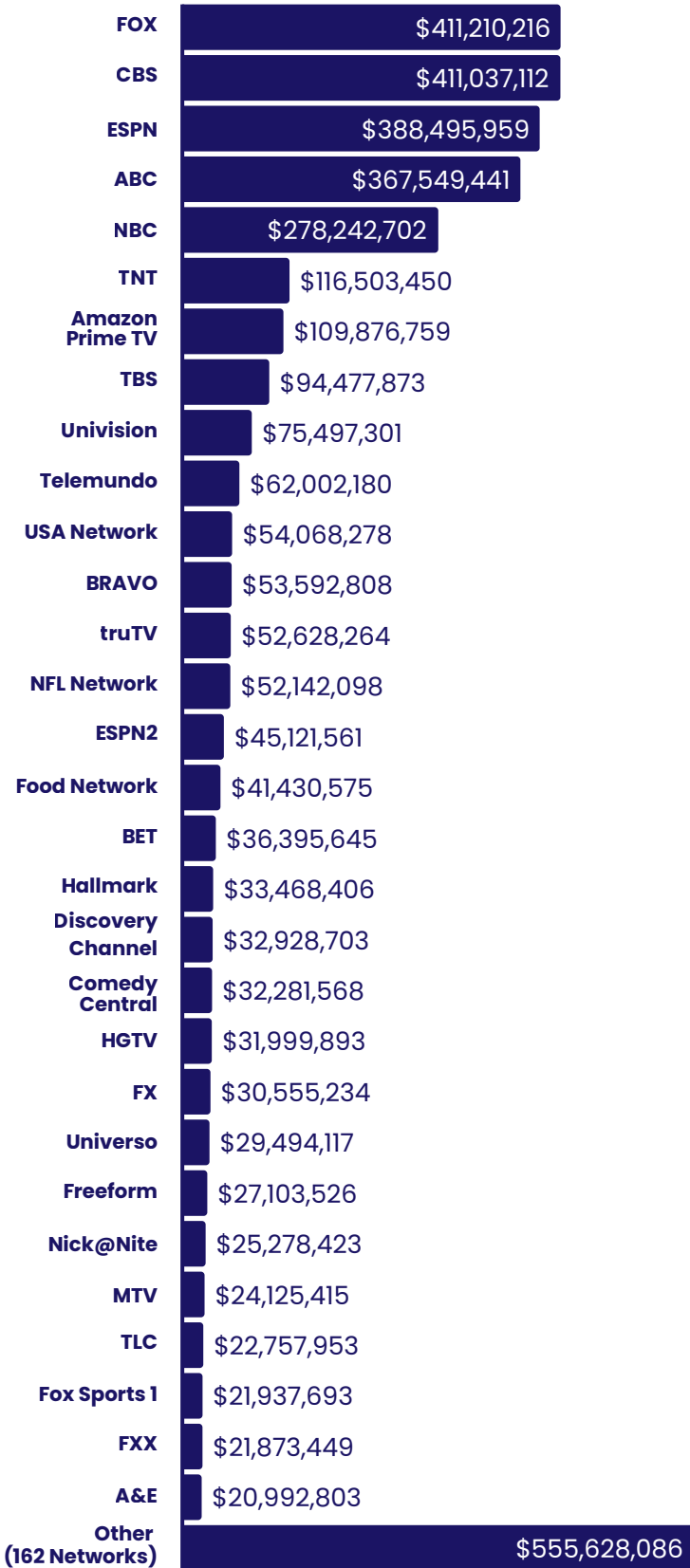
### % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Rx subcategories. Note: Impression share percentages are rounded.



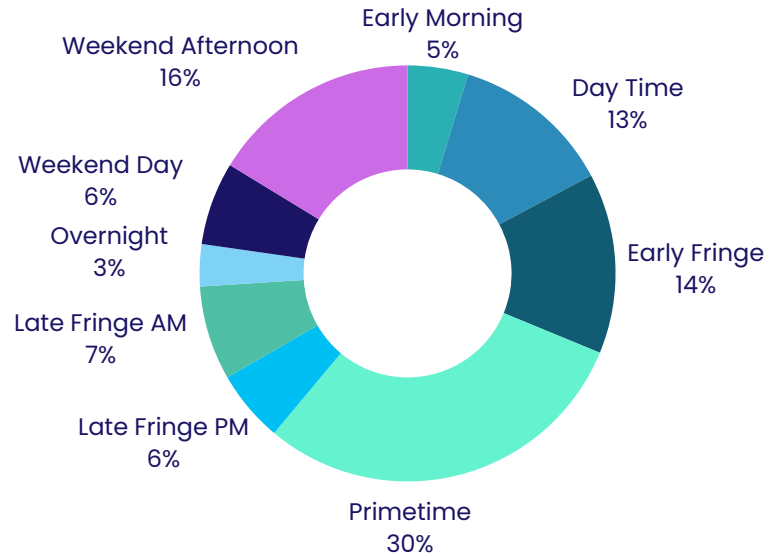
## Total Spend by Network



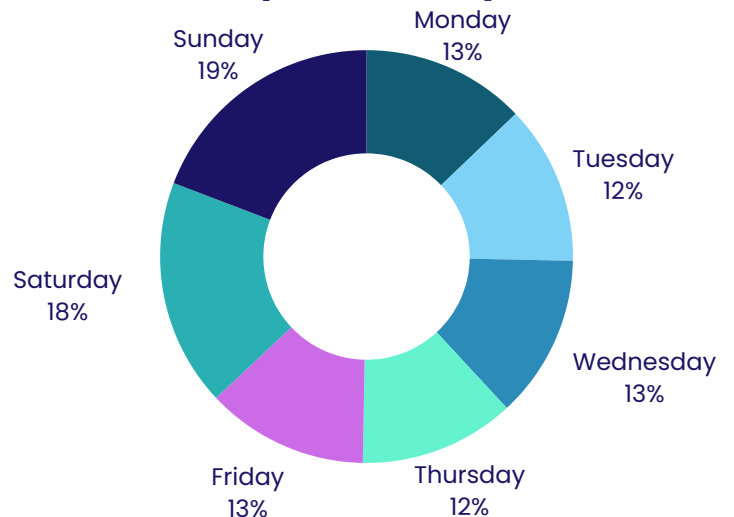
## Total Spend: \$3,560,697,573



## % of Impressions by Daypart



## % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Quick Service Restaurants, Casual Dining, Pizza, Delivery Services & Apps. Note: Impression share percentages are rounded.



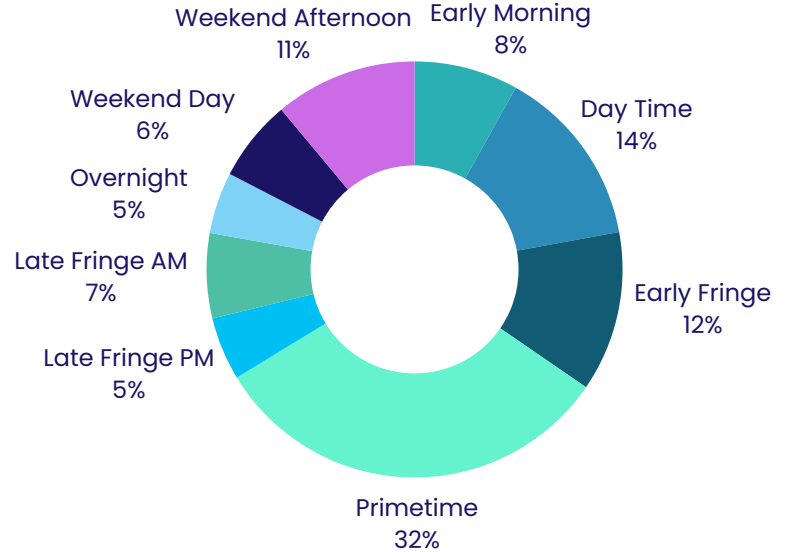
## Total Spend by Network



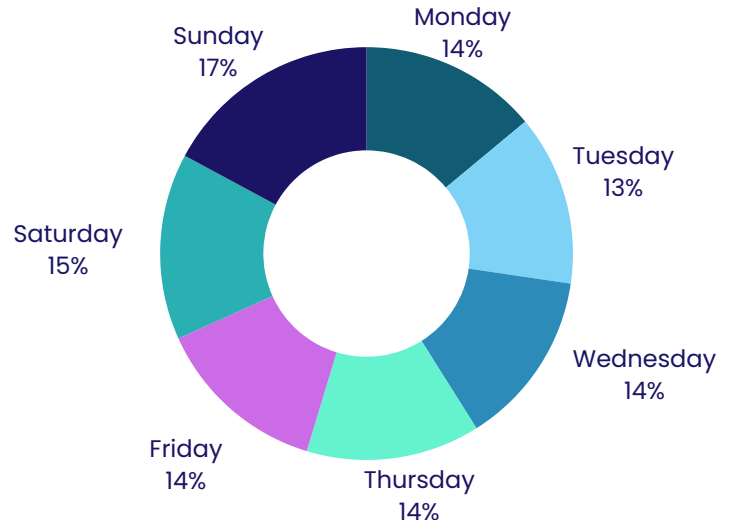
## Total Spend: \$2,538,227,630



## % of Impressions by Daypart

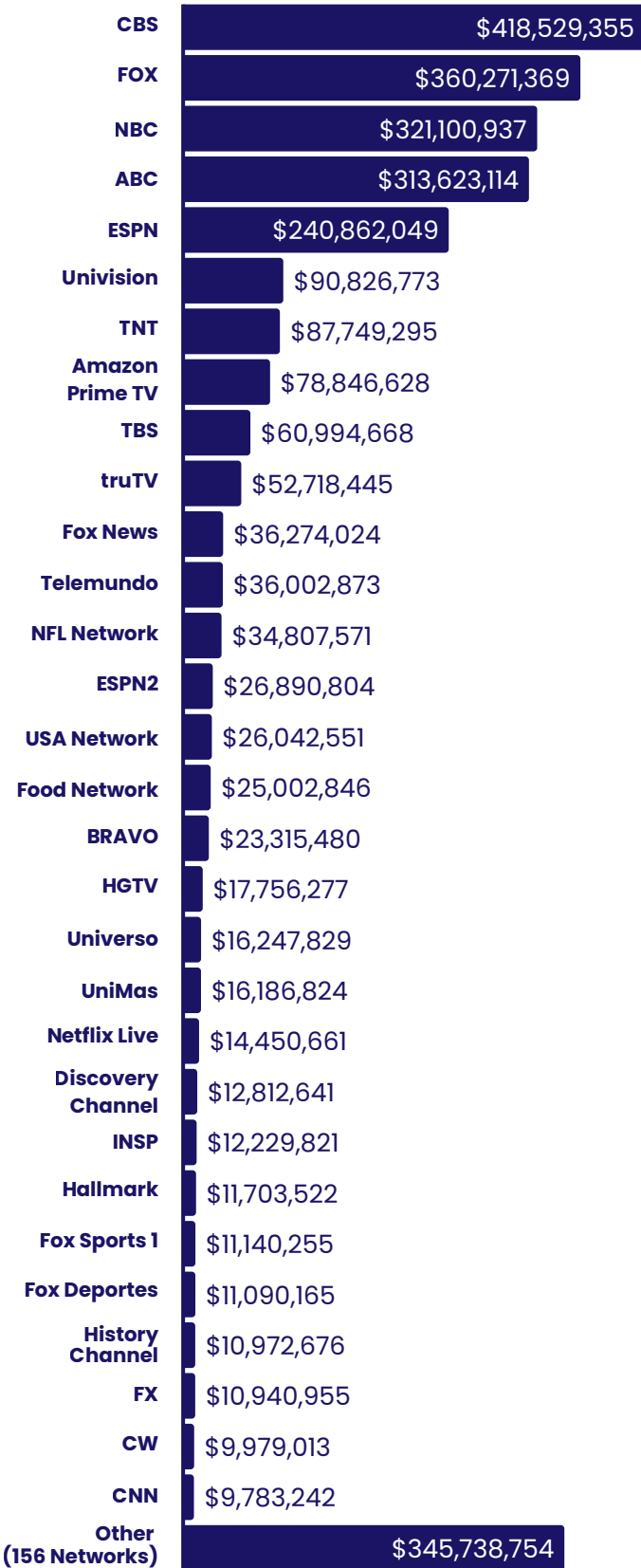


## % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Apparel, Department Stores, Online Stores, and Outdoor & Sporting Goods. Note: Impression share percentages are rounded.

## Total Spend by Network



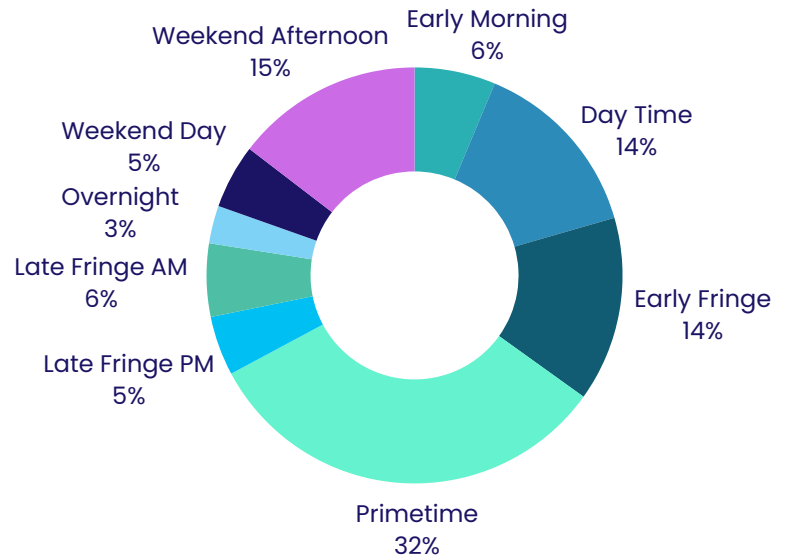
Total Spend:  
**\$ 2,675,051,727**

### Top Brands

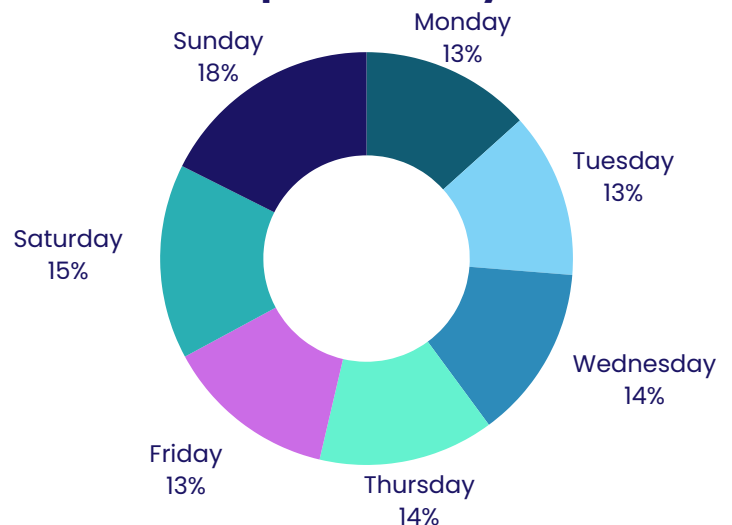


Total Brands in Category: 106

### % of Impressions by Daypart



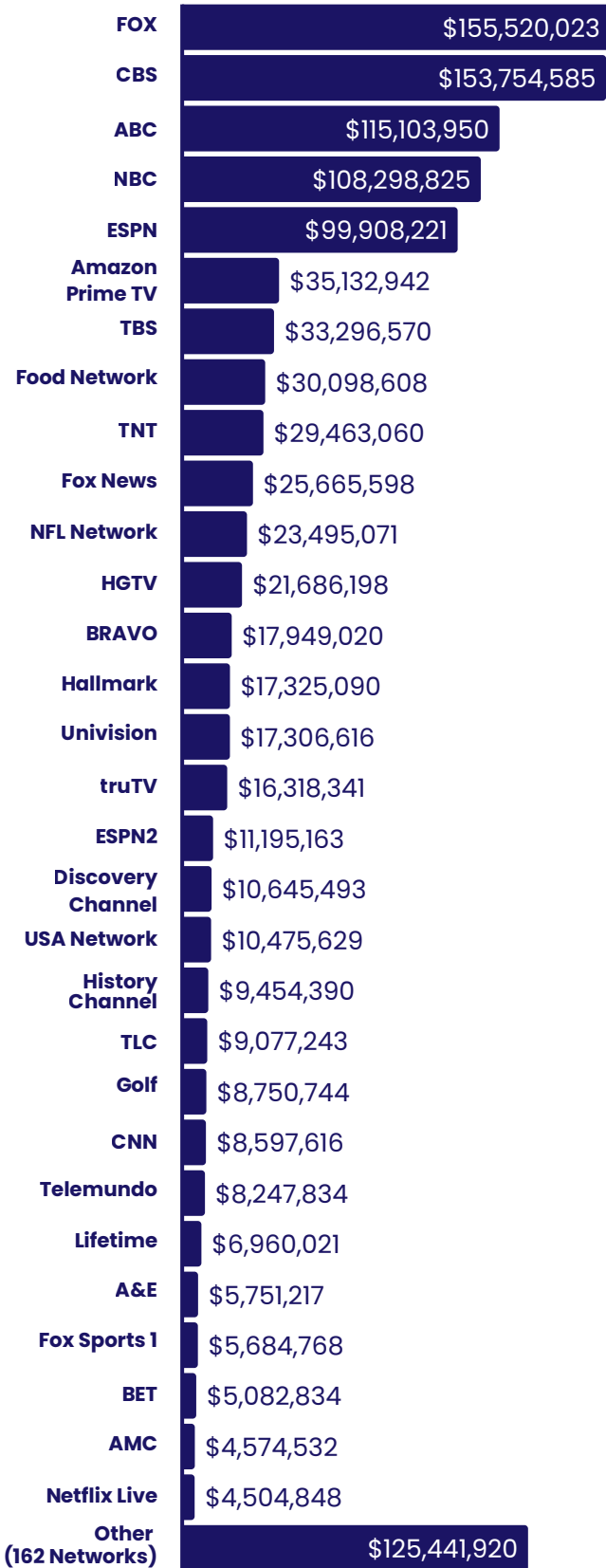
### % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Electronic & Communication Devices, Enterprise & Cloud, Cable, Satellite & ISP. Note: Impression share percentages are rounded.



## Total Spend by Network



## Total Spend:

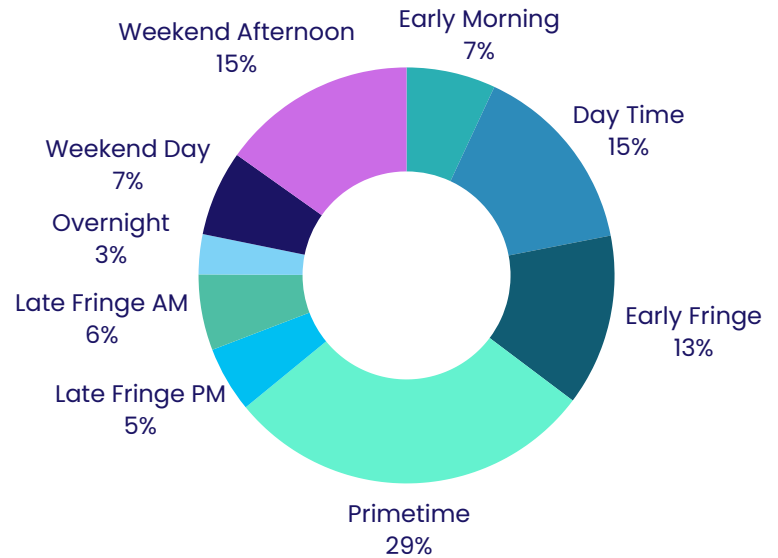
**\$1,134,768,347**

### Top Brands

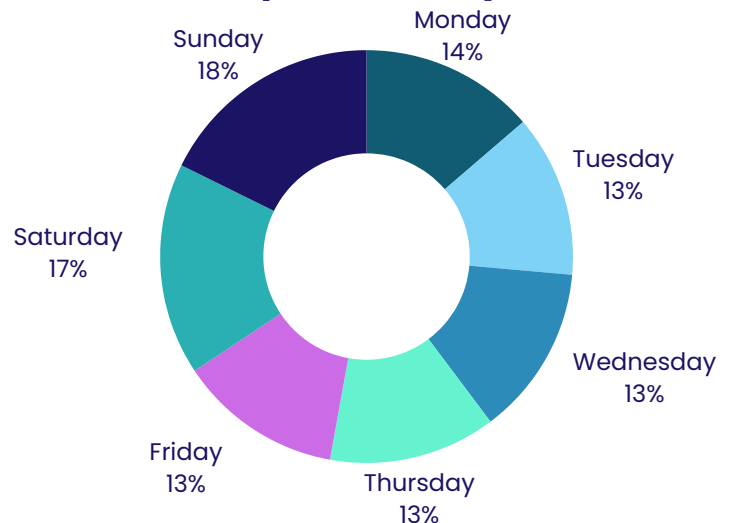


Total Brands in Category: 573

### % of Impressions by Daypart



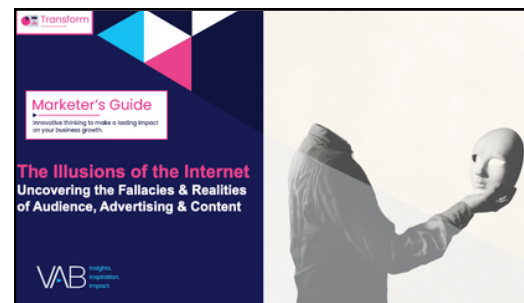
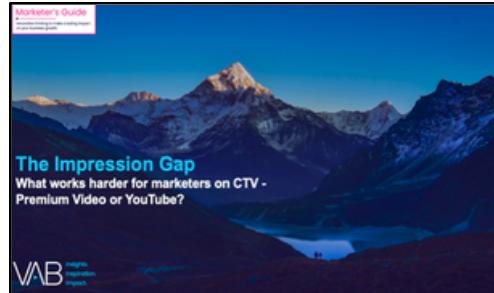
### % of Impressions by DOW



Source: iSpot National TV Spend Report, 1/1/2025 - 12/31/2025, includes monitored streaming services, data as of 3/30/2026. Category includes Airlines, Hotels & Motels, Travel Websites, Cruises, Resorts, Theme Parks & Destinations. Note: Impression share percentages are rounded.

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Looking for industry terminology? VAB's **advertising essentials** cover topics like **AI & machine learning**, **brand safety**, **audience-based buying**, **video measurement**, **streaming** and **data**.

### About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at **[theVAB.com](https://theVAB.com)**.