# UK television advertising grows 3.8% in 2024 amid rising new-to-TV brands and streaming ad revenues



Total television advertising investment in the UK increased by 3.8% year on year, reaching £5.27 billion in 2024, according to the latest figures released by TV marketing body Thinkbox. Broadcasters dominated the market, receiving 95.5% of the total investment, equivalent to £5.04 billion. In comparison, combined revenues from subscription video on demand (SVOD), advertising-supported video on demand (AVOD), and free ad-supported TV (FAST) platforms amounted to £236 million.

Despite the overall growth, broadcaster ad revenue saw a modest increase of just 1.2% year on year. Meanwhile, alternative platforms such as SVOD, AVOD, and FAST experienced a significant 146% growth in advertising revenue combined. For the first time, Thinkbox included ad tiers on major streaming services like Disney+, Netflix, and Amazon Prime Video in their reporting. This inclusion was based on data submissions from media owners, modelling of inventory supply, pricing, fill rates, and interviews with industry stakeholders, given that these services typically do not publicly disclose their ad revenues.

In terms of advertising sectors, household fast-moving consumer goods (FMCG) brands increased their TV ad spend by 22% to £368.9 million, retailers boosted their investment by 27% to £248 million, and business and industrial brands raised their spend by 21%, reaching £123.8 million.

A noteworthy development in 2024 was the rise of new-to-TV advertisers. Nielsen Ad Intel data and figures from the UK’s main commercial broadcasters revealed that 932 advertisers invested in TV advertising for the first time or returned after an absence of more than five years. This represents a 17.8% increase from the 791 such advertisers recorded the previous year. High-profile new entrants included global companies such as Allianz and Alibaba. These newcomers contributed an estimated £124.9 million in fresh spending.

The growth of new-to-TV brands is seen as positive news for broadcasters who have been looking beyond traditional, high-spending advertisers to attract smaller and emerging brands. ITV’s commercial managing director, Kelly Williams, described these newer advertisers as part of the “fat end of the long tail” and highlighted the need for innovation to make TV advertising easier to produce and purchase. Channel 4 has taken steps toward this by announcing plans to relaunch its streaming advertising proposition with the aim of simplifying TV ad buying.

Across the Atlantic, US company Comcast introduced Universal Ads, a cross-industry advertising solution designed to facilitate easy TV ad purchases comparable to social media platforms. UK broadcasters, including Channel 4, have expressed interest in potentially partnering on this initiative.

Thinkbox CEO Lindsey Clay stated that the 2024 figures reflect a transformation in commercial TV, with growing opportunities for businesses to advertise in “high-quality, high-attention, highly effective environments.” She credited this growth partly to innovations such as data-driven advertising solutions.

However, Clay also noted that the outlook for 2025 appears uncertain. Early signs include a decline in media budgets in the first quarter of the year, influenced by concerns about the impact of US president Donald Trump’s tariff policies on the global economy. The possibility of a recession could further pressure marketing investments as the year progresses.

Further uncertainty surrounds the implementation of the less-healthy foods (LHF) advertising ban, a regulatory measure that has yet to be fully clarified. This ban could restrict brand advertising for impacted products, particularly on TV, potentially leading to tightened media budgets. One media planner told The Media Leader that under a highly pessimistic scenario—where all LHF brands are barred from TV advertising—the market could contract by as much as 25%.

Nonetheless, Clay emphasised TV’s established effectiveness and ability to maintain price premiums, which she believes will sustain its appeal to advertisers even during economic downturns. “Brands need safe havens at a time like this,” she said. “Places they can rely on to deliver, defend their price premiums and help them be as resilient as possible. TV is proven to be the safest place a brand can be.”

Source: [Noah Wire Services](https://www.noahwire.com)

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