2025 Was a Turning Point for TV Advertising, According to Experts

The dictionary definition of TV may soon be TBD.

In 2025, the TV ad market underwent sweeping changes as streaming viewership surpassed linear for the first time and sports rights flocked to streamers, prompting buyers and sellers to adopt new game plans.

Despite all that disruption, TV advertising is becoming more innovative and targeted as ad-supported viewing outshines ad-free viewing, and AI personalizes a full-funnel consumer journey.

Oh, and that’s only the beginning…

As part of our end-of-year wrap-up, ADWEEK spoke with ad sales chiefs and senior buy-side and sell-side media executives to learn exactly how the ad market changed in 2025 and where it goes next.

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