

The audiovisual advertising revolution: From TV to digital platforms

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ABSTRACT

The shift from traditional TV to digital platforms has transformed audiovisual advertising in recent years. With the advancement of technology and new consumption habits, online platforms offer precise segmentation and interactivity, improving the effectiveness of campaigns. Countries such as the USA, the United Kingdom, and Brazil have invested a lot in this market, especially in programmatic advertising. Despite challenges, such as data privacy, the future promises to be even more engaging with new technologies such as augmented reality and artificial intelligence.

Keywords: Advertising, Digital platforms, Technology, Interactivity.

INTRODUCTION

The transition from traditional television to digital platforms has been a landmark phenomenon over the past decade, reflecting a significant evolution in the way audiovisual content is consumed and how advertising is served. With the advancement of technologies and the change in consumer habits, audiovisual advertising has undergone a radical transformation, adapting to the new digital landscape and taking advantage of the opportunities offered by online platforms.

DEVELOPMENT

The shift in the consumption of audiovisual content from television to digital platforms such as YouTube, Netflix and streaming services has transformed the dynamics of the advertising market. This shift is driven by consumers' growing preference for on-demand content, accessible at any time and on any device. Platforms like YouTube and TikTok have become digital advertising giants. YouTube, for example, allows advertisers to target specific audiences with a precision unmatched by traditional TV. Online video advertising has the advantage of being highly targeted and interactive, allowing for greater personalization of campaigns and, consequently, greater effectiveness.

According to Statista, advertising spending in the world market is expected to reach \$1.077 billion in 2024. In the advertising market, 79% of total ad spend will come from digital sources in 2029, and by then, 85% of advertising market revenue will be generated through programmatic advertising. In the worldwide advertising market, digital platforms such as Facebook and Google dominate advertising spending, reshaping the global landscape of traditional media.

In the United States, digital advertising leads the advertising market. The American market is a pioneer in technological innovations applied to advertising, such as the use of artificial intelligence

and big data for segmentation and campaign analysis. According to eMarketer, digital ad spending in the U.S. continues to grow, driven by investments in social and video platforms. In the UK, the transition to digital advertising is also evident. British companies have invested significantly in native and programmatic advertising formats, adapting quickly to changes in consumer behavior. In 2023, the British digital market grew by 11%, reaching £29.6 billion.

In Brazil, the transition from TV to digital platforms has followed a similar trajectory, although with some particularities. The Brazilian advertising market is robust and constantly adapting to new global trends. According to a report by the Brazilian Association of Digital Agents (ABRADI), digital advertising in Brazil has grown significantly in recent years. Platforms such as YouTube and Instagram are extremely popular among Brazilians and have attracted a significant portion of investments in audiovisual advertising.

The transition from TV to digital platforms has brought numerous advantages to the advertising market. Among them, the ability to target accurately, interactivity with the public, and real-time measurement of the effectiveness of campaigns. Digital advertising allows businesses to reach their target audiences in a more efficient and personalized way, resulting in improved conversion rates and return on investment (ROI). However, this transition also presents challenges, such as the need to constantly adapt to technological changes and new consumer habits. The growing concern about privacy and data protection also imposes additional restrictions and challenges for advertisers. For the future, audiovisual advertising is expected to continue to evolve with the advancement of technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI). These technologies promise to create even more immersive and engaging advertising experiences, opening up new opportunities for the digital market.

CONCLUSION

The transition from TV to digital platforms reflects a profound evolution in audiovisual advertising. This change, driven by technological innovations and changing consumer habits, has transformed the advertising market globally. In the United States and the United Kingdom, this transition is more advanced, while in Brazil, despite the challenges, the digital advertising market is expanding rapidly. Adaptability and continuous innovation will be key for advertisers and platforms to maximize opportunities and meet the challenges of the ever-evolving digital marketplace.

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