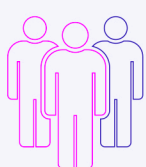


# 2023 ADVANCED TV UNCOVERED

EUROPEAN MARKETERS SURVEY\*

## A 'sweet and sour' outlook

With lower exposure to gas price spikes, inflationary pressures in France are lower than elsewhere, creating the conditions for a more optimistic budgetary outlook. This is fertile ground for Advanced TV spend growth. Advertisers and agencies alike are predicting uplifts in spend on ad supported TV models. It will be a complex year ahead, though, despite the economic pressure, advanced TV platforms should come out as great mechanisms to help advertisers and their agencies to carefully reach the right audiences; but more education (and proof points) will be necessary to ensure the channels are used to their fullest potentials.



FRENCH MARKETERS ARE THE MOST OPTIMISTIC ACROSS THE EU5.

## 73% FRENCH MARKETERS

expect marketing **spend to remain at least at the same level as last year.**

VERY STRONG CONFIDENCE IN ADVANCED TV:

### 87%

of marketers expect an **increase in Advanced TV spend** in the next 12 months.



### 91%

Media agencies are planning to **augment spend on AVOD and FAST services.**



MARKETERS' TOP PRIORITY FOR 2023:

## ACQUIRING NEW CUSTOMERS

and **building market share.** French agencies are also very keen to focus on **brand building**, one of their core competency.



### 50%

of marketers are **satisfied with the level of spend in Advanced TV advertising.**



### 42%

of marketers would **prefer additional budgets.**



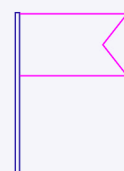
## DATA TARGETING

is the **main driver of Advanced TV** ad spend growth.



## MEASUREMENT

remains the biggest inhibitor of spend in 2023, as well as **the lack of awareness and willingness to explore new media channels.**



## MAXIMISING REACH

is again, the **No. 1 driver of campaign success** for 49% of respondents.

\*This research was conducted by independent media research firm CoLab Media Consulting between 18 and 22 July 2022. The research, commissioned by AudienceXpress, FreeWheel's premium video sales house, is an attempt to understand how marketers – advertisers and agencies – across five European countries (UK, France, Germany, Italy, and Spain) are adapting to the current market forces and how they are adjusting spending priorities and preparing for the year ahead.