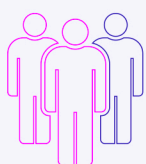


# 2023 ADVANCED TV UNCOVERED

EUROPEAN MARKETERS SURVEY\*

## A 'sweet and sour' outlook

When economic prospects sour, marketing budgets are often invariably the first to get cut. However, there are signs that businesses are staying mindful of the commercial benefits that come from marketing through economic downturns and not 'go dark' over the next 12 months. As such broad top-of-funnel objectives are being prioritised over lower funnels. Proven to drive ad effectiveness and the importance of audience targeting, is bringing some optimism around AdvancedTV channels which will continue to grow in 2023, with CTV and VOD getting the strongest investments.



## 2/3 ITALIAN MARKETERS

expect marketing **spend to be at least at the same level** as last year and **not 'go dark'** over the next 12 months.

83%

of marketers **will increase spend in AdvancedTV.**



95%

of Italian marketers are **very bullish about AVOD and FAST, planning to spend more on these channels.**



MARKETERS' TOP PRIORITY FOR 2023:

## ACQUIRING NEW CUSTOMERS

2023 will see a major focus on **upper-funnel marketing KPIs.**



49%

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



43%

of marketers would **prefer more spent.**



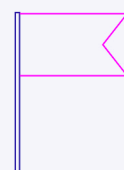
## DATA TARGETING & EFFECTIVENESS

are the **main drivers of Advanced TV spend growth.**



## MEASUREMENT

remains the biggest inhibitor of spend in 2023, along with the **lack of awareness in Advanced TV.**



## MAXIMISING REACH

is now **No. 1 driver of campaign success.**

\*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.