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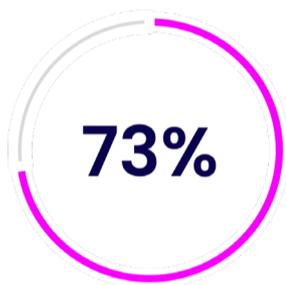
# STREAMING VIDEO: CTV UNCOVERED 2023

Insights from AudienceXpress

The digital-TV convergence is shaking the industry, going through a massive transformation. The consumption of video content has radically changed over the past decade with the Connected TV now taking centre stage for consumers allowing them to access a wide array of platforms and services, jumping around from one to another to view their favourite entertainment. Truly content is everywhere, in different formats, different types, different schedules; there is simply more ways for consumers to access premium video. Television is very much alive, it just has a new definition. So, how are audiences consuming content, what are their preferences and opinions towards advertising?

## TV has a new definition

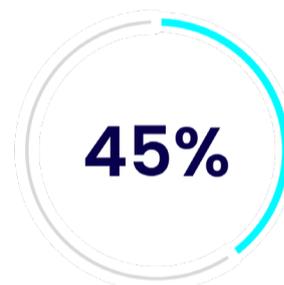
Through its connectivity, the big screen television is now the central household device to access a wealth of entertainment content.



of German viewers now have a TV connected to the internet directly **through their smartTV.**



watch more **ad-supported streaming platforms** (AVOD) than linear TV (AVOD includes BVOD, FAST and other ad supported streaming services)

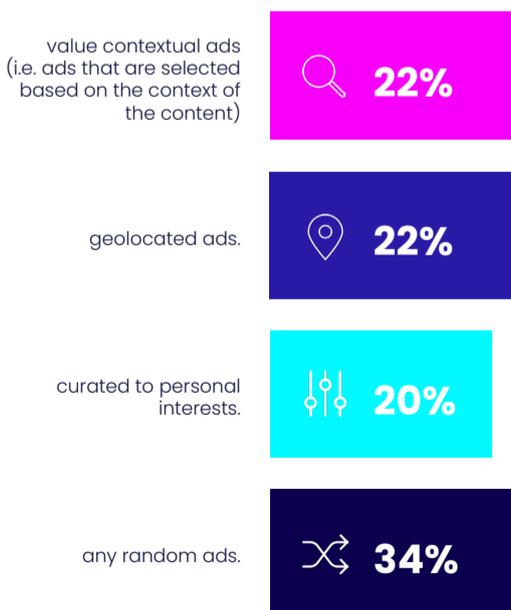


18-34 watch **free streaming platforms everyday** on their CTV.

When using their CTV, German viewers, similar to EU6, watch a broad mix of channels, led by SVOD, linear TV and catch-up.

## Careful with that data

Viewers understand the value of targeted ads...



...But when asked, only **22%** are willing to share personal data to have a more personalised ad experience.

## Ad Experience

More needs to be done to improve the ad experience and better capture consumer's attention.



*\* Note that all data above reflect the opinions of viewers with a CTV, responding to the online survey.*