



EU6

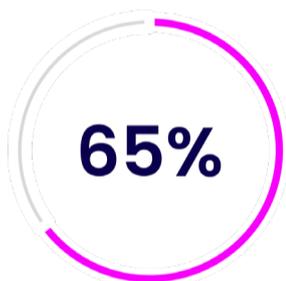
STREAMING VIDEO: CTV UNCOVERED 2023

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

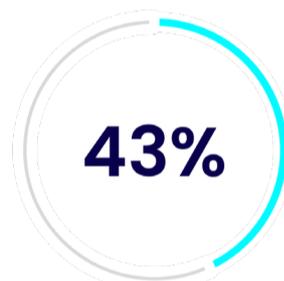
Through its connectivity, the big screen television is now the central household device to access a wealth of entertainment content.



of European viewers have now connected their TV to the internet directly **via a Smart TV.**



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

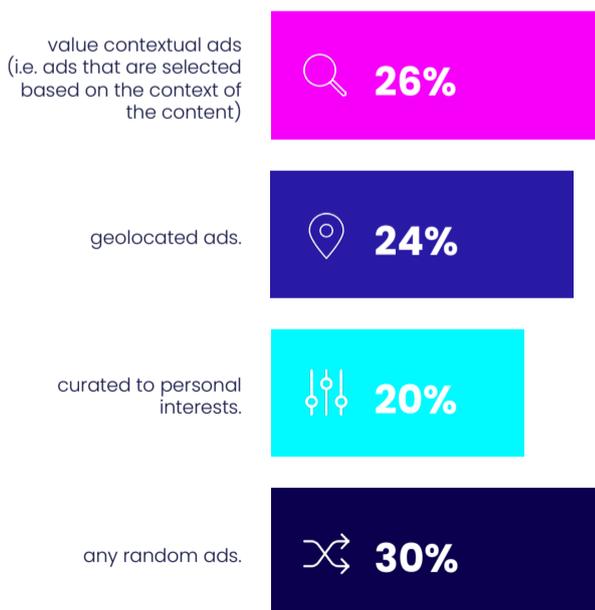


use **free streaming platforms everyday** on their CTV.

When using their CTV, EU6 viewers access 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 **28%** 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.

 **70%** of respondents feel there are too many ads on social video aggregators.

Almost 50%  would prefer to have pre-rolls only and no interruption after.

 **62%** confirm that they pay more attention to ads on premium on-demand TV platforms compared to social media or video aggregators.

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

A consumer insight from AudienceXpress in collaboration with Happydemics, the online consumer research specialist gathering preferences and opinions from over 7,379 connected consumers in Europe. The answers were collected online between 31st January and 6th February 2023, forming part of a nationally representative study that included the UK (1,062), France (1,074), Germany (1,393), Spain (1,596), the Netherlands (1,183) and Italy (1,071), collectively referred to as the EU6.