

Streaming TV's New Era

How Ads Are Powering Streaming's
Future in the EU5

Magnite



Magnite is the leader in streaming TV

Device Manufacturers / OEMs

Digital-first / FAST Services

Programmers and Broadcasters



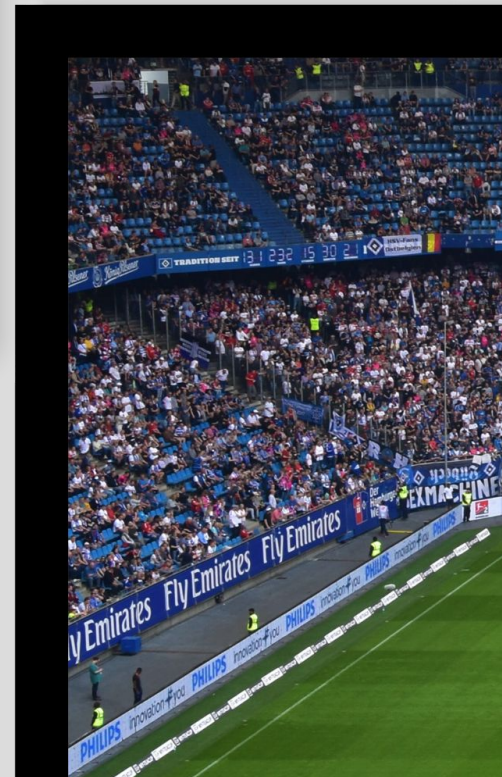
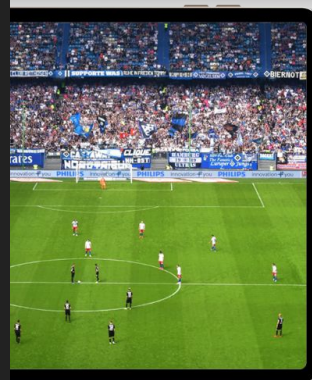
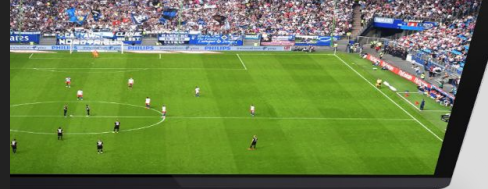
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- The changing streaming TV landscape in the EU5
- Trends shaping the future of streaming TV
- Streaming TV as a performance vehicle



Defining streaming TV

All television content streamed via the internet regardless of the device it is watched on (CTV and OTT)



78%
of TV viewers watch
streaming TV

Streaming is the most watched form of TV



78%

STREAMING TV
(Internet)



60%

BROADCAST TV
(Free over-the-air receiver)



37%

PAID TRADITIONAL TV
(Cable/satellite)

Q: Which of these services do you use to watch TV shows and films? Base: Total respondents

The shift is not slowing down

40%

of non-streamers are likely to begin streaming in the next 6–12 months

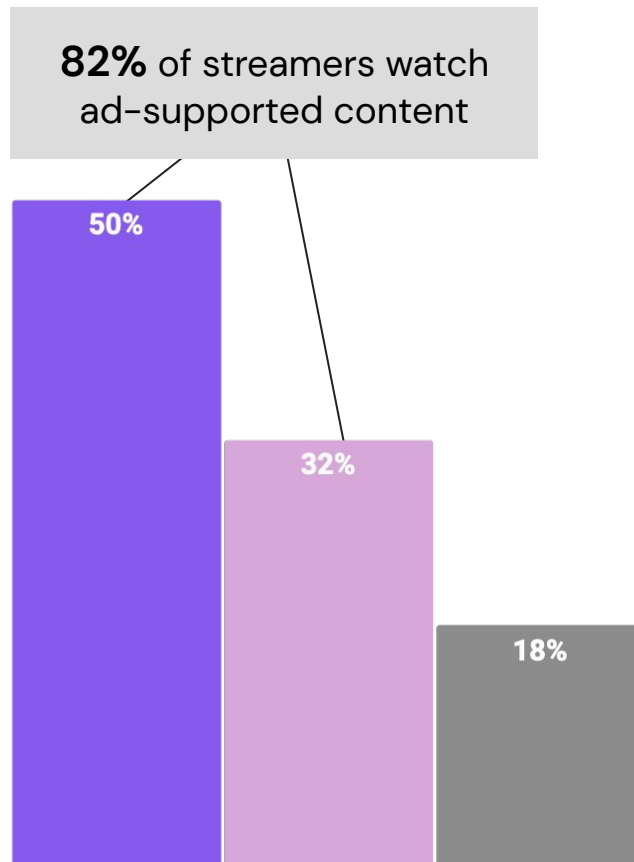
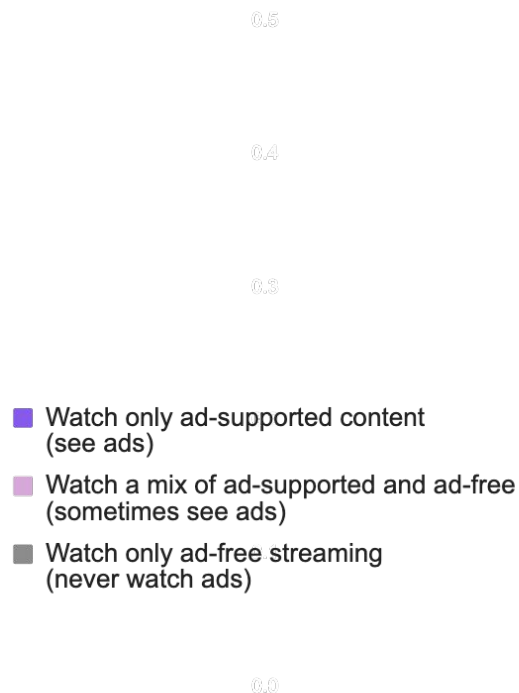


Q: How likely are you to start watching streaming TV in the future?

82%

of streaming TV viewers
watch content with ads

Ad-supported streaming is the preferred choice for viewers



Q: Which of these services do you use to watch TV shows and films? Base: Total streamers

Streamers are not cutting back but are making subscription changes

48%

of streamers are likely to cancel or downgrade a current paid TV subscription

76%

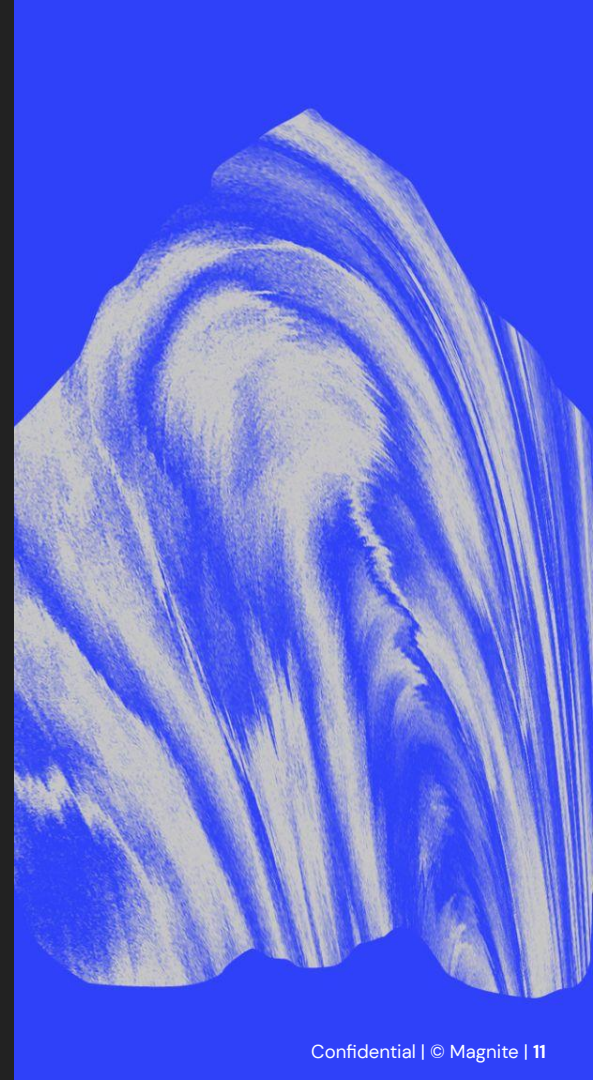
would use a new free or reduced cost ad-based streaming service this year

Q: How likely or unlikely are you to cancel or downgrade any of the TV subscriptions (paid traditional TV or streaming services) that you currently pay for? T2B

Q: If a new streaming service you want to watch offers a free or reduced-cost version of its platform, which includes advertisements, would you be...? T2B

Base: Streaming TV only viewers

Why this is important



Not all video advertising environments have the same viewing experience



Over 2 hours of streaming TV programming watched each day, on average



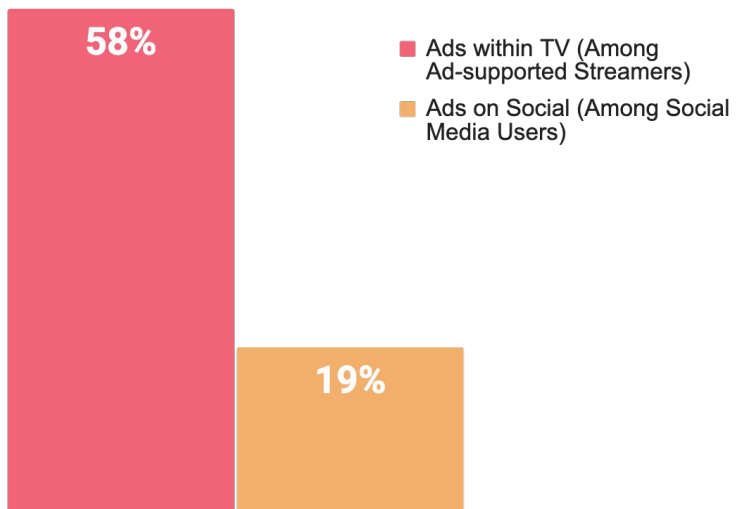
90% of consumers watch short-form videos (up to a few minutes long) on social

Number of hours of TV watched is based on those who only watch ad-supported streaming TV and no other form of TV



Ads within TV drive greater brand visibility

Ad Recall



Q Thinking of all the advertisements you have seen on the following platforms, which do you generally remember the most? Rank #1



Streamers are consuming content across screens

Streamers' weekly TV viewing habits



92% TV screens



73% Smartphone/Tablet



69% Laptop/Desktop



Q: In a typical week, how frequently do you use each of these to watch TV shows and films at home?
T2B; Base: Total Streamers

Cross-device consumption improves connections and outcomes

75%

of ad-supported streamers are more likely to make a purchase from a brand they engaged with across devices

→ Compared to 64% of traditional TV viewers

Q: To what extent do you agree with the following statement? I am more likely to make a purchase from a brand that I have engaged with across multiple devices (TV, Mobile, Desktop, etc.). T2B



Why streaming TV

Most watched



Streaming is the most watched form of TV and more streamers are watching content with ads.

Deeper engagement



Viewers are engaged with streaming content for long periods of time and have greater recall with the ads they see compared to social video.

Drives performance



Streaming TV's environment influences purchase decisions.

Thank you

For more information, download the
[“Streaming TV’s New Era”](#) report today

