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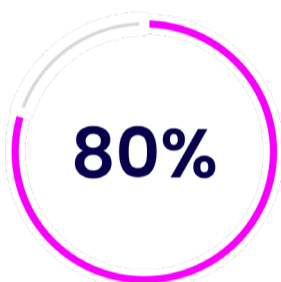
# STREAMING VIDEO: CTV UNCOVERED 2023

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

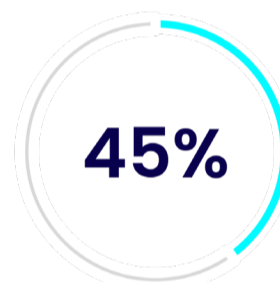
Through its connectivity, the big screen television is now the central household device to access a wealth of entertainment content.



Italians now have connected the TV to the internet **via 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.

The prime on-demand platforms of choice remain those from the traditional broadcasters.

## Careful with that data

Viewers understand the value of targeted ads...

value contextual ads (i.e. ads that are selected based on the context of the content)

**28%**

geolocated ads.

**24%**

curated to personal interests.

**21%**

any random ads.

**27%**

...But when asked, only **34%** 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.

**68%**

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

**50%**

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

**59%**

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.*