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.

- 65% of UK viewers now have a TV connected to the internet, directly through their Smart TVs.
- 59% watch more ad-supported streaming platforms (AVOD) than linear TV (AVOD includes BVOD, FAST and other ad supported streaming services).
- 46% use free streaming platforms everyday on their CTV.

When using their CTV, UK 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...

- 32% value contextual ads (i.e. ads that are selected based on the context of the content)
- 24% geolocated ads
- 19% curated to personal interests
- 25% any random ads

...But when asked, only 26% 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.
- 71% of respondents feel there are too many ads on social video aggregators.
- 57% would prefer to have pre-rolls only and no interruption after.
- 74% 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.