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VIEWERS INSIGHTS

CTV-AVOD

2021

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UNDERSTANDING

CTV HABITS AND VOD CONSUMPTION

**4,452 RESPONDENTS
ACROSS EUROPE
SHARED THEIR VIDEO
PREFERENCES**

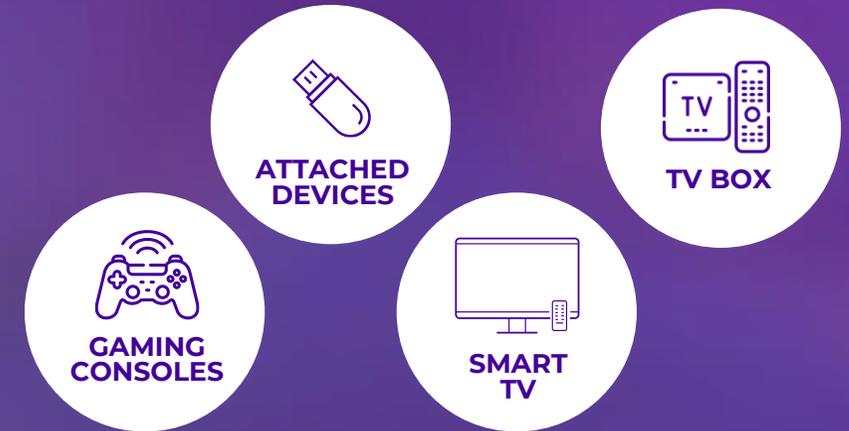


HOW VIEWERS ARE CONNECTED ?



CTV/OTT

Connected TV, or CTV, is a television set that is connected to the internet, either via an external OTT device (box, streaming device...) or built-in capabilities (Smart TV) and facilitates the delivery of streaming video content. Ad placements on CTV are typically bought and sold more like digital video than linear TV.



IPTV

Internet Protocol Television, or IPTV, is the delivery of TV programs to the consumers via a set-top box (STB) provided by an Internet Service Providers (ISPs). Through the STB, users can access a package of channels as well as different services such as replay, start over or time-shifted video on demand. IPTV is an additional distribution model to satellite, cable and digital terrestrial TV.

VIEWERS USE

3 TYPES OF PLATFORMS

TO WATCH ON-DEMAND VIDEO



BVOD : B for Broadcaster Video-On-Demand (VOD). This is the content made available on-line and on-demand from the traditional TV broadcast channels.



SVOD : S for Subscription, it requires the audience to pay a recurring fee in order to access ad-free video content.



AVOD : A for Advertising, access to content is free, but in exchange the viewers are exposed to advertisements prior and/or during content.

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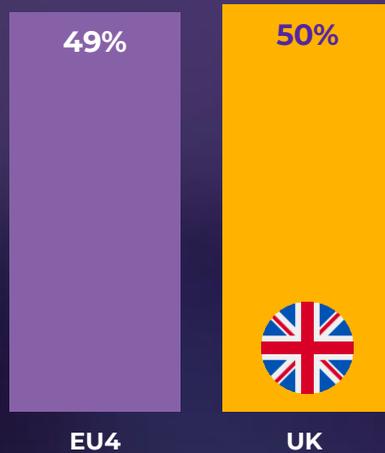
CTV-AVOD INSIGHTS UK

Source: UK CTV-AVOD Survey by FreeWheel – March 2021 - 1006 respondents - conducted by Happydemics

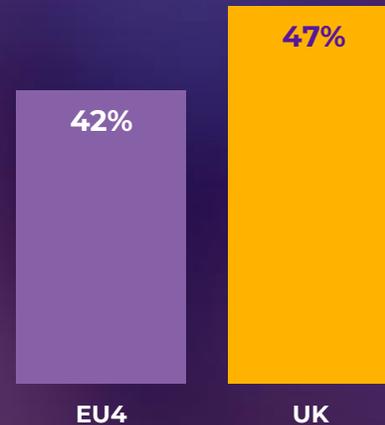
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80% OF BRITS HAVE CONNECTED THEIR TV TO THE INTERNET

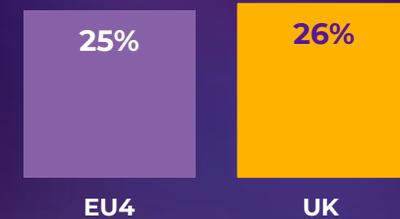
AND PRIMARILY VIA SMART TV.



SMART TV



TV SET-TOP BOX

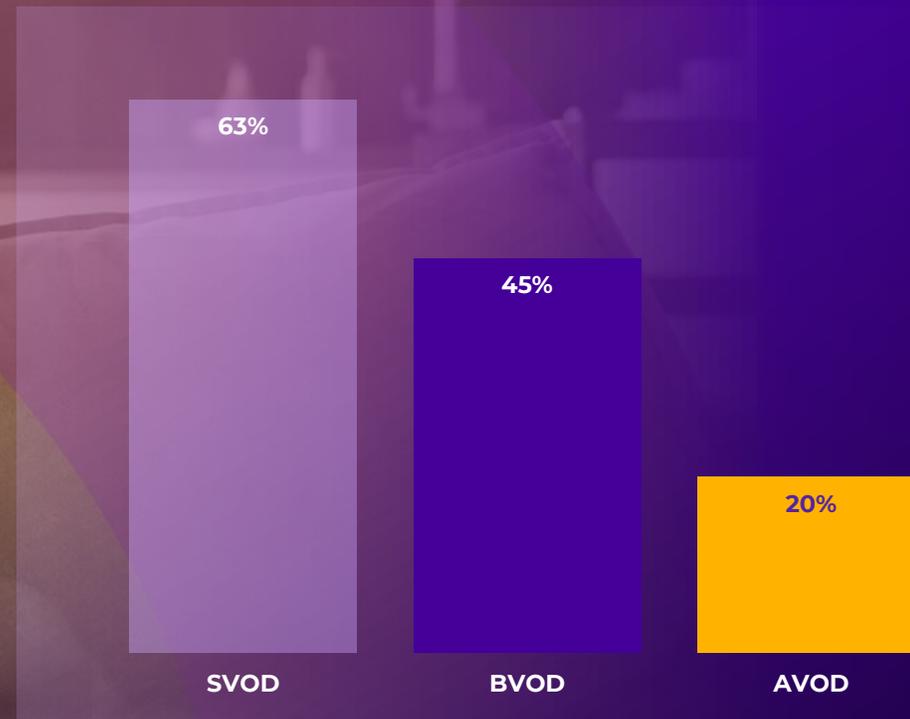


ATTACHED DEVICES

91% USE VIDEO ON-DEMAND PLATFORMS



MAINLY SVOD & BVOD



Use of video media platforms by types on CTV



Use of video on-demand platforms by British viewers
(March 2021)

		18-24Y.O
	64,5%	64%
	48,7%	51%
	48,6%	47%
	32,2%	21%
	28,6%	23%
	19,7%	30%
	11,1%	8%
	10,0%	13%
	8,6%	7%
	8,5%	6%
	4,9%	6%

**BVOD ACCESS
IS ON CTV
AVOD STARTING TO
GAIN TRACTION**

2021

Source: UK CTV-AVOD Survey by FreeWheel – March 2021 – 1006 respondents in UK - conducted by Happydemics

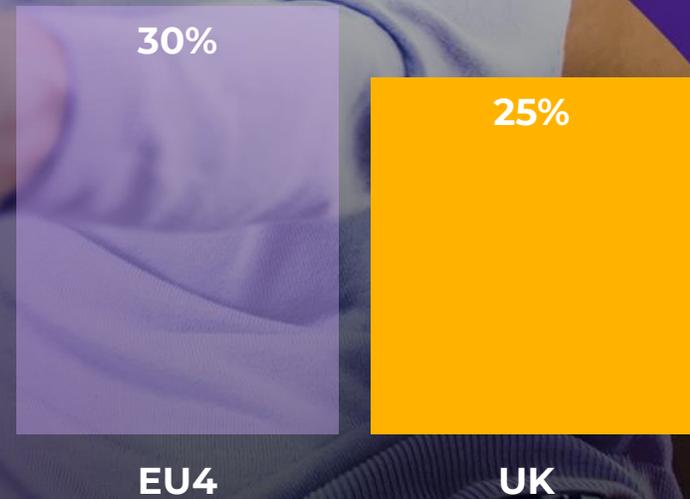
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**AMONG THE 9% OF
RESPONDENTS THAT
NEVER USE VOD
PLATFORMS,**

25% ARE

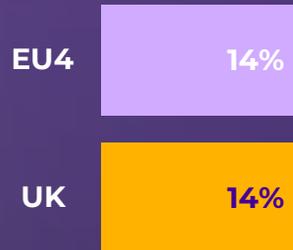
INTERESTED IN

AVOD PLATFORMS



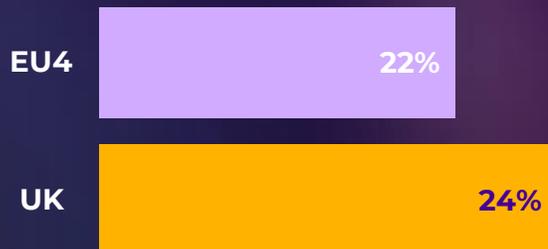


BRITS Would use **AVOD** to replace SVOD



67% OF BRITS SVOD USERS **SHOW** **INTEREST FOR AVOD**

BRITS Would use **AVOD** in **addition** to SVOD

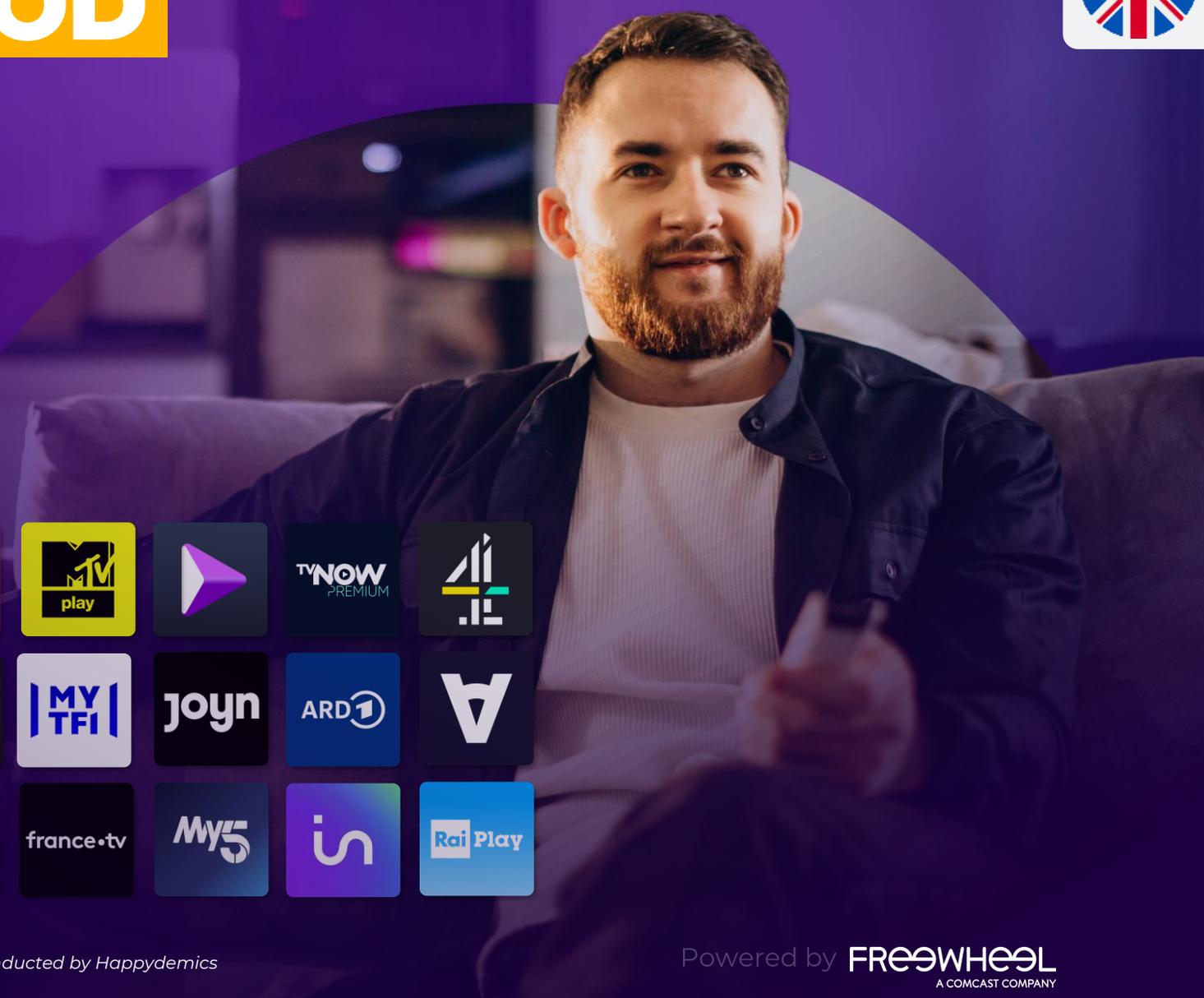


BRITS Already use **AVOD** regularly





ON TOP OF SVOD VIEWERS USE +2.9 VOD PLATFORMS



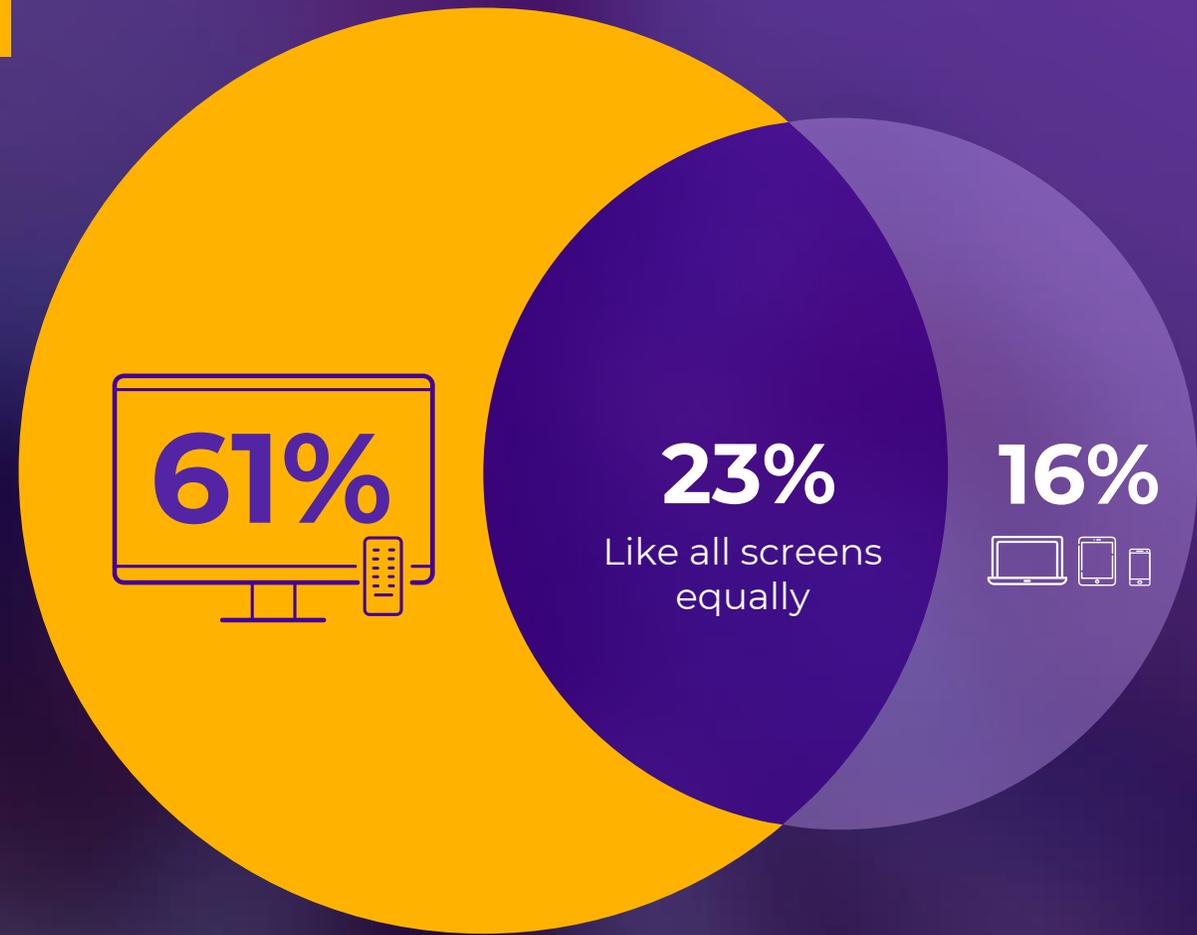
Source: UK CTV-AVOD Survey by FreeWheel – March 2021 – 1006 respondents in UK - conducted by Happydemics

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61% OF BRITS VIEWERSHIP PREFER TO WATCH VIDEO ON THEIR CTV

VS. OTHER DEVICES



JUMPING TO **67%** ON **>35 Y.O**



CTV IS THE PREFERRED DEVICE

BECAUSE IT IS SOCIAL AND PROVIDES THE BEST EXPERIENCE



I can **enjoy a very qualitative user experience** to watch videos (large screen, greater sound, better user interface and content choice)



I can **watch videos with my family or friends** and share the viewing experience



I can do **multi-tasking with my phone** while watching tv

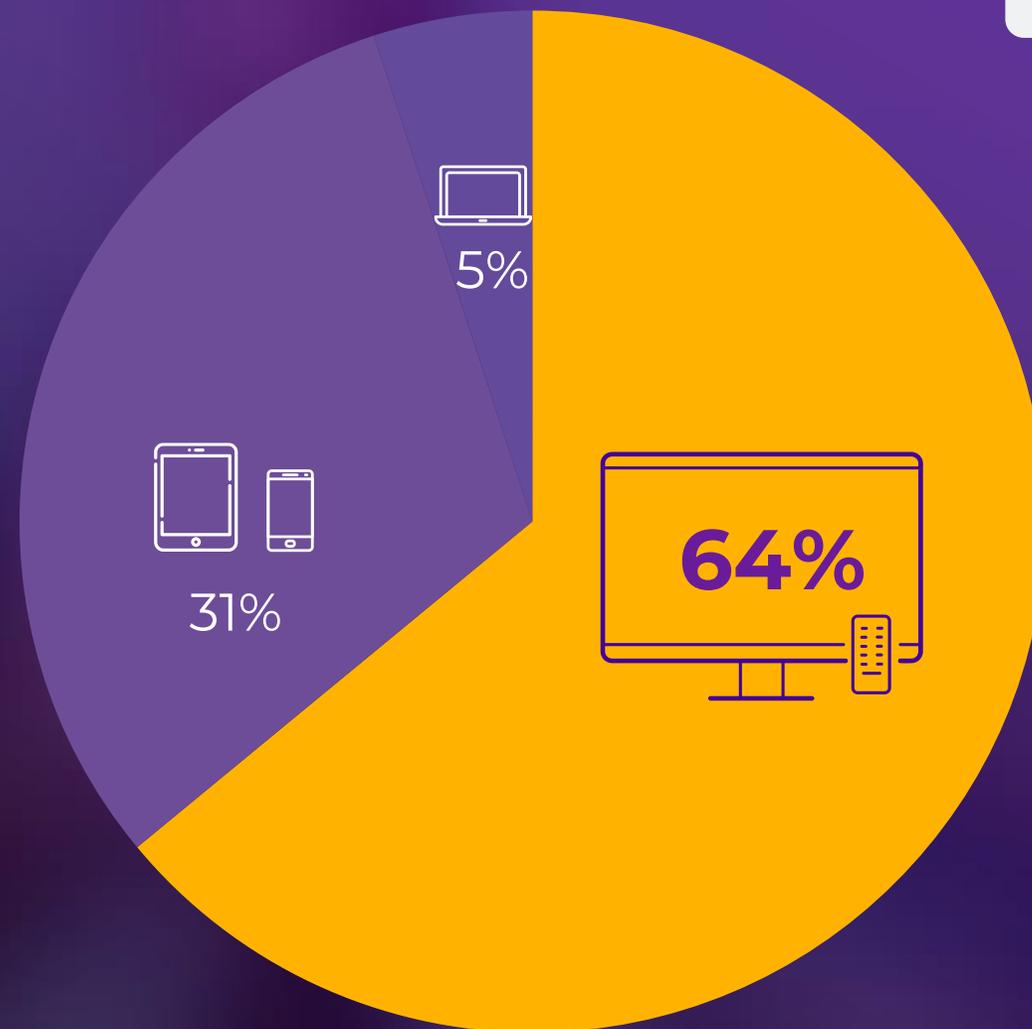




CTV BOOST KPIs:

VIEWERS PAY MORE ATTENTION TO ADS ON CTV

VS. OTHER DEVICES





AD ENGAGEMENT

VIEWERS SAY ADS

ARE LESS INTRUSIVE

ON CTV

VS. OTHER DEVICES



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MILLENNIALS

15-24 INSIGHTS & PREFERENCES



Use more on-demand platforms (+1)

Millennials are the main cord-cutters, primarily watching video content, on-demand



Watch video like digital nomads

Millennials are true digital nomads and like to watch videos on their mobile, anytime, anywhere



Prefer targeted advertising

Millennials prefer to be exposed to targetted ads related to their hobbies and center of interests



Multitask while watching TV

Millennials widely use their mobile as second-screen while watching TV



THE **FAST** **RISE** OF AVOD & **CONNECTED TV**

VIEWERS INSIGHTS

2021

More Insights ? Contact eumarketing@freewheel.com