

# Behind the screens:

## TV VIEWING HABITS IN THE UK

In the UK, 74% of adults are connected TV (CTV) users, and CTV ad expenditure is set to reach an eye-watering £2 billion by 2025.\*

With this in mind, it's no secret that the way consumers are watching TV has evolved and it's now more fragmented than ever. But what are those changes and how will they drive opportunities for advertisers and marketers?

To answer those questions, MiQ has partnered with Sapio to survey 1,200 consumers and advertisers across brands and agencies in the UK. This report deep dives into the key insights and findings. To see global viewing habits and advertiser insights, take a look at our [Global Advanced TV report](#).



### "What are you watching?"

40%

of UK viewers often, or almost always, use a second screen while streaming videos or watching TV content.

51%

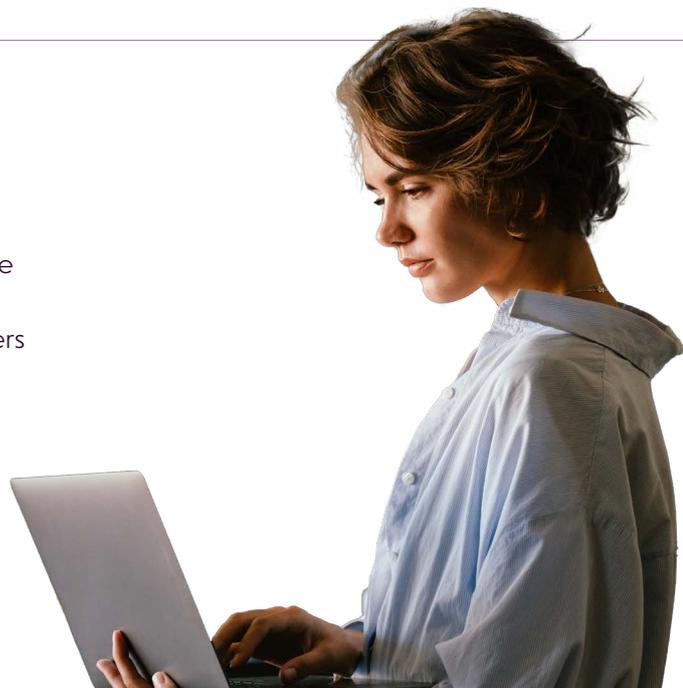
of people in the UK interact and engage with an ad, in some way, during TV programming.

47%

of UK viewers would consider a cheaper ad-supported video streaming (AVOD) platform.

### Hybrid TV watching is increasing overall viewing time

According to MiQ data, UK households with TVs serving both linear and CTV spend around 72% more time watching TV than linear-only households. This makes streaming the most popular way for UK viewers to consume content. **The average CTV watch time is just over 3.5 hours per day in the UK.**



\*Source: [emarketer](#), [statista](#)

## ADVERTISER INSIGHT

More people in the UK are consuming content outside of linear TV - something that's seen a 12%\* decrease in average viewership time. Free ad-supported streaming (FAST) and AVOD can ensure advertisers maximise their reach. It also targets those households who have made the choice to only use streaming services (cord-cutters) and those who have never used anything other than streaming services (cord-nevers.)



## Avoid ad fatigue

No one likes seeing the same ad too many times. As viewers become more accepting of AVOD options, advertisers should be careful not to overdeliver impressions to the same audiences. **In the UK, linear viewers are exposed to over 4 times the ads that CTV viewers are.** UK viewers are amenable to less than 5 ads an hour before they start getting ad fatigue.

## ADVERTISER INSIGHT

Managing ad frequency for ad-supported platforms is key. Campaign strategies need to take into account both the impressions served on TV screens, and multichannel frequency management.



## TV is now a multi-device experience

We know that viewers aren't giving their full attention to one screen, in one sitting. 40% of UK viewers often, or almost always, use a second screen while streaming videos or watching content on TV. **Interestingly, 51% of people in the UK interact and engage with an ad during TV programming. And 16% even make an instant action on the second screen and search for the product online.** These stats show that advertisers need to be truly omnichannel to reach audiences.



\*Source: [Televisual](#)

## ADVERTISER INSIGHT

The fact that most UK viewers use a second screen while watching TV is a big opportunity for advertisers. To reach audiences who are paying attention to more than one device, advertisers should capitalise on multichannel video strategies that complement linear TV and CTV.



### The inside scoop on advertisers

46%

of businesses or their UK clients are looking to advertise on CTV\* next year.

55%

of businesses or their UK clients expect their CTV marketing spend to increase over the next 12-24 months.

53%

of CTV advertisers measure the success of their campaigns through reach and/or frequency towards the intended target audience.

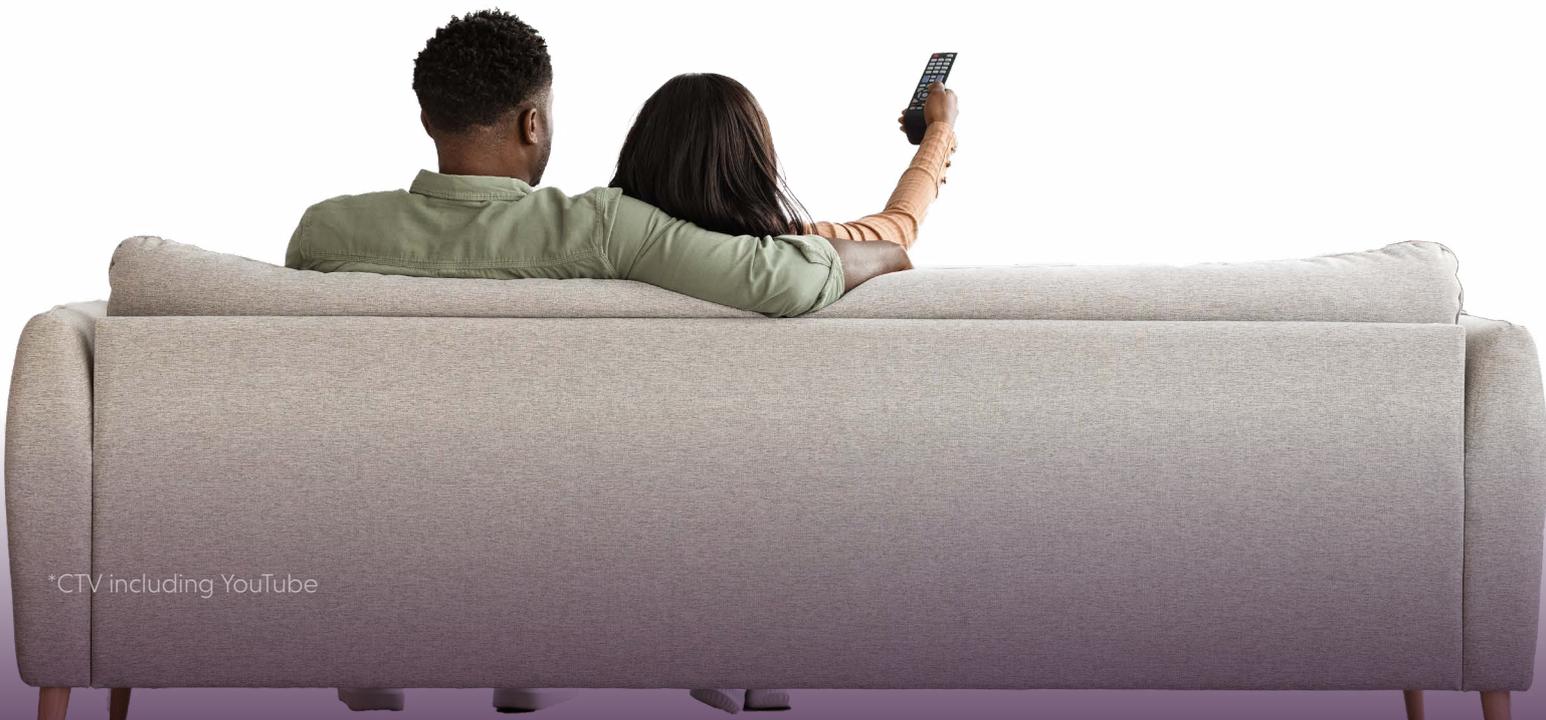
While half of advertisers who buy CTV plan to gradually move away from linear TV, **only 31% feel confident calling themselves CTV 'experts'**. That's partly because of the challenges advertisers face when planning and executing a CTV campaign.

#### Those challenges include:



## ADVERTISER INSIGHT

While 43% of advertisers have a hybrid approach (self-service and managed service) to buying CTV, while 50% of advertisers say they only have some or limited knowledge of how CTV really works. The right programmatic partner can help clients achieve cost efficiencies by measuring performance goals, creating omnichannel strategies and providing transparency, guidance and training.



\*CTV including YouTube

# What leads to CTV success?

The top 3 ways advertisers say CTV provides the biggest impact on performance:



## ADVERTISER INSIGHT

One way of increasing reach and frequency is by using relevant and attention-grabbing ads. This can be achieved through Dynamic Creative Optimization (DCO). DCO gives you the freedom to build and deliver multiple creatives, seamlessly optimising specific user interests without disruption. In addition, pairing DCO with QR codes on CTV ads is an excellent way to optimise and measure campaign performance in real time – allowing viewers to easily access landing pages, app downloads, coupons or shoppable microsites.



UK advertisers also know that connecting disparate viewership data leads to effective targeting strategies. At MiQ, we help to achieve that by providing access to the best access to TV data. That includes automatic content recognition (ACR), competitor insights for YouTube and CTV activation, and Barb's industry gold standard TV viewership insights. This allows advertisers to unlock a unique TV solution that's built on smart insights for pre-campaign planning and effective targeting.

### HOW DOES DCO WORK?

- 1 Build a creative shell
- 2 Choose dynamic elements
- 3 Create a logic matrix to inform when to show each combination
- 4 Data signals in the real-time bidding process automatically trigger the right combination of creative for each bid that is won



While linear TV viewership remains the backbone of big screen awareness, advertisers need to respond to changing viewer behaviours. Ensure that your programmatic partner can achieve this by offering you customised insights based on your unique campaign goals and competitor set.

To discover global advertiser insights and TV viewing habits, dive into our **Global Advanced TV report**.

**DOWNLOAD THE REPORT**

Interested to know how we complemented IKEA's linear TV strategy with connected TV to deliver 4% incremental reach? [Read the full case study here.](#)