

How ad-supported streaming can fuel brand growth



Connected TV: The big picture

Methodology

As consumer viewing habits evolve, they can create new and exciting opportunities for marketing and advertising.

To understand these opportunities, The Trade Desk Intelligence partnered with YouGov to survey 2,589 adults (ages 18 and over) living in the U.K. Fieldwork was conducted between 20 June 2023 and 30 June 2023.

This report summarises the survey results. The Trade Desk provides this information as general knowledge for its clients and prospective clients – it in no way represents or guarantees future performance.

Glossary of TV terms

Traditional broadcast TV

Television content that is viewed live on specific channels via antennas, satellite, or cable on a traditional television set.

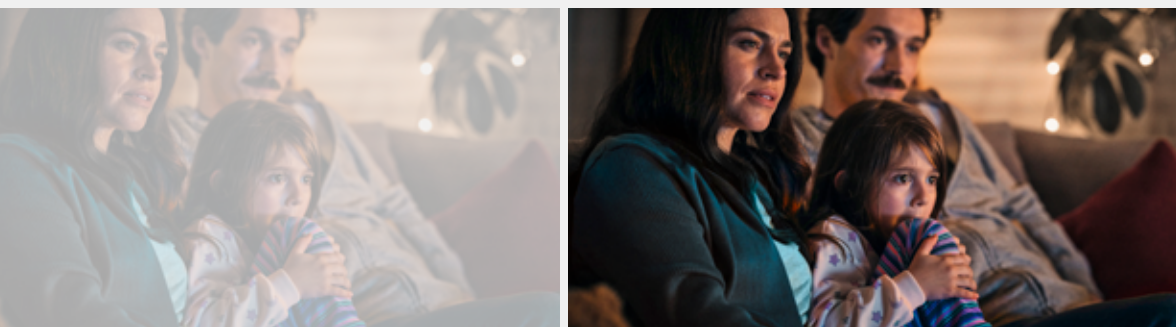
Streaming TV

Television content that can be watched at *any time of day* via the internet, either through subscription-based, free, ad-supported, or on-demand video services, including on apps.

Catch-up TV

Television content made available by a specific TV channel (*after* it has been aired live) via an online service, app, or on-demand TV platform.

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Executive Summary

The popularity of streaming TV shows no signs of slowing down. As publishers continue to invest in premium content, viewers across all age groups and demographics are enjoying the freedom and flexibility streaming gives them to watch great content on demand on any platform or device.

This fragmentation in viewership is a boon to advertisers, giving them more opportunities to place ads alongside the content Brits love most – when they're likely to be at their most receptive.

In fact, many advertisers see Connected TV (CTV) as a powerful addition to their omnichannel campaigns because, unlike traditional TV, streaming viewers are 'logged in'. This can give advertisers advanced data analytics and insights that they can leverage to reach and engage their most relevant audiences – with even greater transparency and precision.

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60%

of Brits have up to three streaming services.

It's clear the abundance of quality entertainment is a huge pull, with all demographics saying they prefer the flexibility and availability of content that streaming offers.

56%

of Brits who watch streaming content said they pay full attention to what they are watching.

According to the research, streaming and catch-up TV represents the best channels for advertisers looking to reach the most engaged and receptive audience.

52%

of U.K. viewers are open to watching content with ads.

Over half of Brits said they would prefer to watch content with ads in exchange for a free or cheaper streaming service. And, of course, the more relevant the ads, the better.

50%

of UK viewers said they are spending less time watching traditional TV.

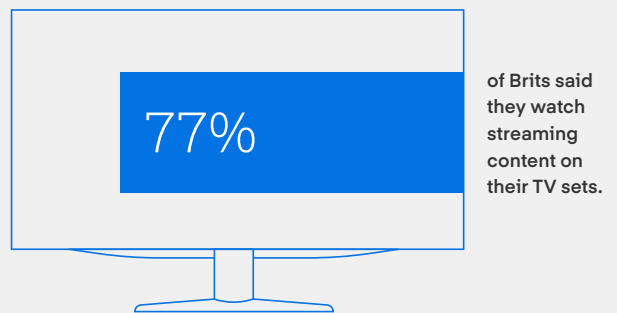
While the results show Brits are watching less traditional TV, **43 per cent of Brits** said they watch **more streaming and catch-up content** compared to last year.

Viewing habits by generation

This year, The Trade Desk Intelligence and YouGov set out to explore the way viewing habits and preferences are shaping the TV landscape, specifically through the lens of different generations.

It's no surprise that Gen Zers, Millennials, and Gen Xers said they watch less traditional TV – after all, it typically lacks the flexibility streaming offers viewers to watch what they want, whenever they want it. However, this year, the real change has been among Baby Boomers.

Nearly half (49 per cent) of Baby Boomers said they watch more streaming than they did a year ago. And why are we seeing this shift? Because they also appreciate the almost infinite library of content available on demand.



What percentage of Brits prefer to watch streaming TV by age group?



Key takeaway

In the last 12 months, there's been a steady move away from traditional TV across all demographics – 43% of Brits said they watch more streaming

and catch-up content, while half said they watch less traditional TV. As a result, advertisers must rethink how to connect with lost, shifting, and new audiences.

Genre insights

So, what exactly do the different generations spend their time bingeing, sharing, and obsessing over?

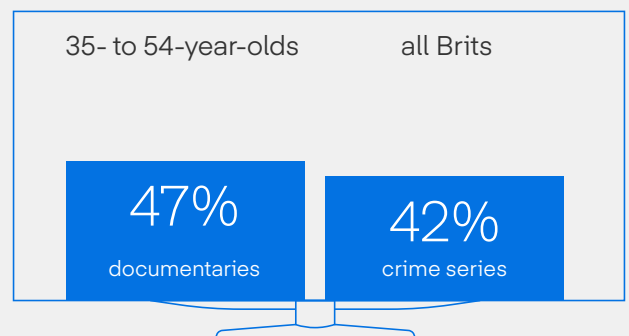
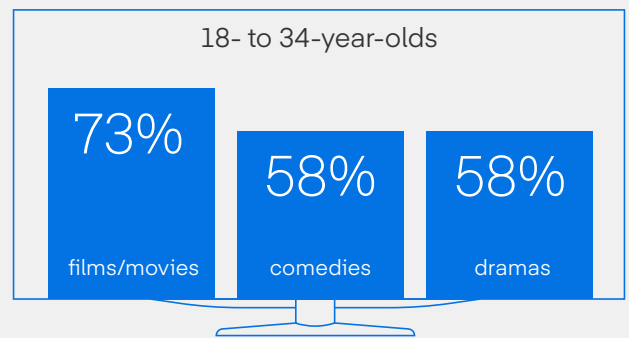
To answer that, The Trade Desk Intelligence and YouGov gathered more granular insights into the genres gripping viewers. While this represents a snapshot in time and will likely change, it illustrates which types of shows currently draw viewers to streaming platforms.

Streaming is still the channel of choice for 18- to 54-year-olds when it comes to watching movies, dramas, documentaries, and comedies. The older demographic is getting in on the action, too. This year, more people in the 55+ category said they prefer to stream movies rather than watch them on traditional TV.

Key takeaway

Movies, documentaries, dramas, and comedies are still the most popular genres Brits choose to watch via streaming, catch-up TV, and other online video services. With deeper knowledge into viewing habits, advertisers can use actionable insights – such as content signals – to further refine and reach their most relevant audiences through CTV.

The genres Brits prefer to watch via online video services



Live sports

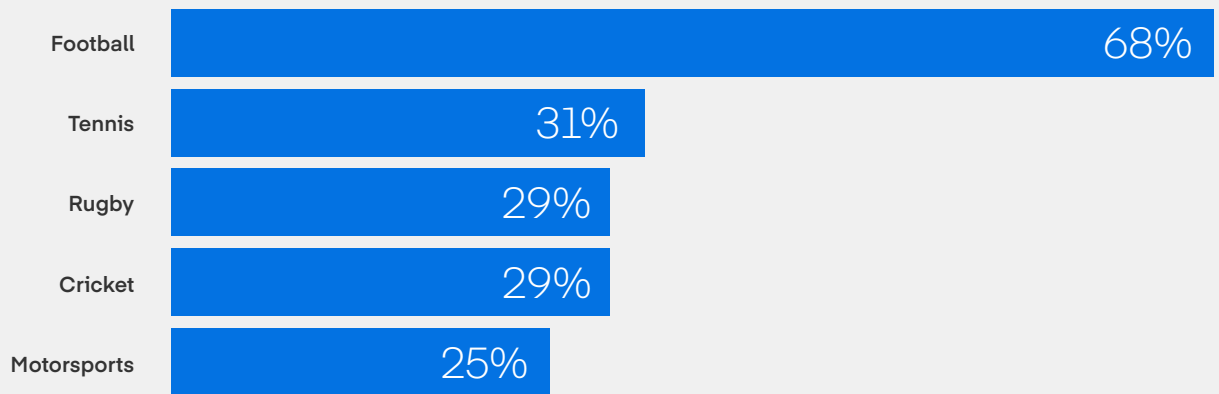
One of the biggest draws in the world of television is sporting events. This year, the findings showed that traditional TV is still the go-to choice for this genre.

However, nearly a third (32 per cent) of all Brits said they have tuned into non-traditional TV channels (think catch-up, streaming,

pay-per-view, online, YouTube, and social media) to watch live sports in the last 12 months – a figure similar to last year.

As more live action sports become available on non-traditional TV channels, it could become another genre to knock traditional TV off the top spot.

The top five sports Brits like to follow



Key takeaway

The live sports genre is clearly a crowd pleaser – and where the fans are, advertisers can follow. As more online video services broadcast big games, it gives advertisers even more opportunities to reach the audiences that matter most.



Attention metrics

Are viewers paying attention?

Every day we are exposed to an incredible amount of content and advertising. While precise metrics that link attention to action are still evolving, advertisers need to know whether their digital marketing campaigns are cutting through the noise and engaging audiences. That's why this year, The Trade Desk Intelligence and YouGov were keen to learn how attentive Brits are to the content they watch.

The research shows that when it comes to streaming content, 56 per cent of viewers said they pay full attention, and those in the 55+ category even more so.

For traditional TV, Brits are generally less attentive.

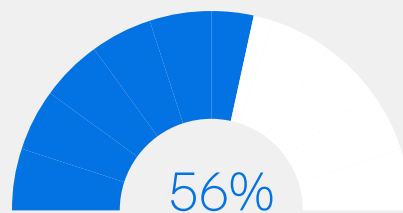
Only 42 per cent of viewers said they pay full attention when watching content on traditional TV. This picture is much the same for YouTube and social media videos – just over a third of Brits said they pay full attention to the videos they watch on social media.

Key takeaway

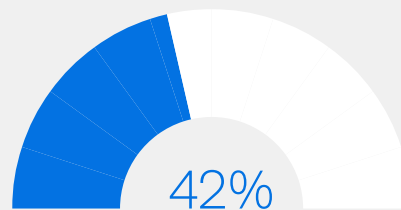
According to the research, streaming and catch-up TV represent the best channels for advertisers looking to reach the most attentive, engaged, and receptive audience.

The percentage of Brits who said they pay full attention to what they watch – per platform

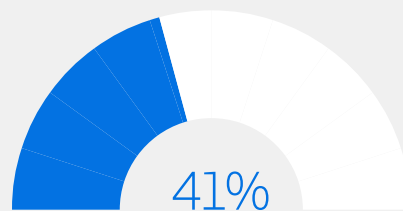
Streaming:



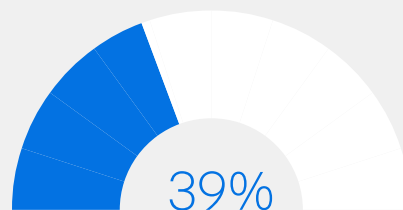
Traditional TV:



YouTube:



Social media:



The opportunity for advertisers

52%

of Brits said they are open to watching content partially or fully funded by advertising.

44%

of 18- to 34-year-olds said they are more likely to engage with ads tailored to them.

66%

of viewers in the 55+ category would prefer to watch ads in exchange for a free or cheaper streaming service.

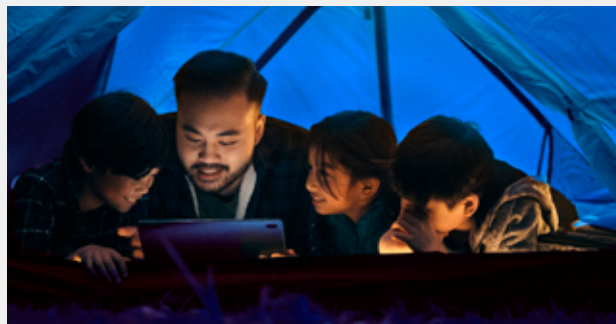
Key takeaway

As audiences are becoming more open to ad-supported streaming services, advertisers can use CTV to manage the frequency of ads shown across any device and aim to give viewers a more positive brand experience.

The research shows that viewers are most attentive and engaged when it comes to watching streaming or catch-up TV, which many Brits choose to watch on their TV sets – as opposed to other devices. And they will happily spend up to two hours a day in front of the box.

The good news for advertisers is that over half of Brits – more so the older generation – said they are open to watching content with ads in exchange for a free or cheaper streaming service.

Of course, the quality and experience of the ads they see matter. The younger generation said they prefer ads tailored to their interests, while many Brits said they wish they didn't have the same ad repeated over and over again. That's where CTV comes into its own, enabling advertisers to reach their audiences with more precision, more relevance, and more frequency control than ever before.



Conclusion

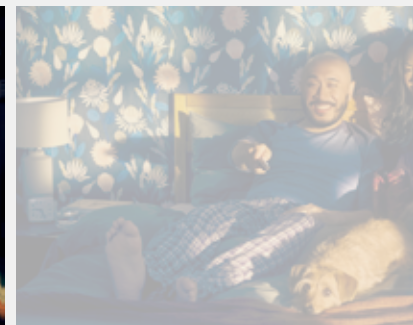
With most major broadcasters offering streamed or catch-up content, it's become the go-to choice for many TV viewers in the U.K. The fact that consumers favour streaming content over traditional methods of watching great television is indicative of a behavioural shift that will likely continue to accelerate.

The Trade Desk Intelligence and YouGov's survey highlights the key insights into these trends, revealing the kind of streaming content that are currently capturing the hearts, minds, and full attention of U.K. audiences. And even for the holdouts (such as news and sports) that have long been the mainstay of major broadcasters in the country, the data shows that streaming is making inroads into this traditional stronghold.

While streaming is now a mainstay of the TV landscape, it's also proving to be one of the most exciting channels available to advertisers.

Streaming TV enables advertisers to reach their audience across all devices – with greater transparency and greater precision compared to traditional TV – exactly when viewers are most likely to be engaged and receptive. And with the ability to manage ad frequency, advertisers can work towards creating a positive brand experience for their audiences. Furthermore, advertisers can use CTV to measure the impact on their overall business objectives in ways that were just not possible in previous years or with previous channels.

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 **theTradeDesk** A media platform built for the open internet

The Trade Desk helps brands and their agencies advertise to audiences across millions of ad-supported apps, websites, and streaming providers – all around the world. Our media buying platform is focused solely on the buy side, empowering advertisers with data, transparency, and precision to reach and grow their audiences everywhere. We help to power the content that fuels the free and open internet.

For more information, contact us [here](#).