

Why Streaming TV Is a Must-Buy

Ads in Premium Streaming Content
Build Trust, Are More Memorable,
and Increase Purchase Intent

A Magnite Proprietary Research Study, 2024–2025

Magnite



Spotlight: UK



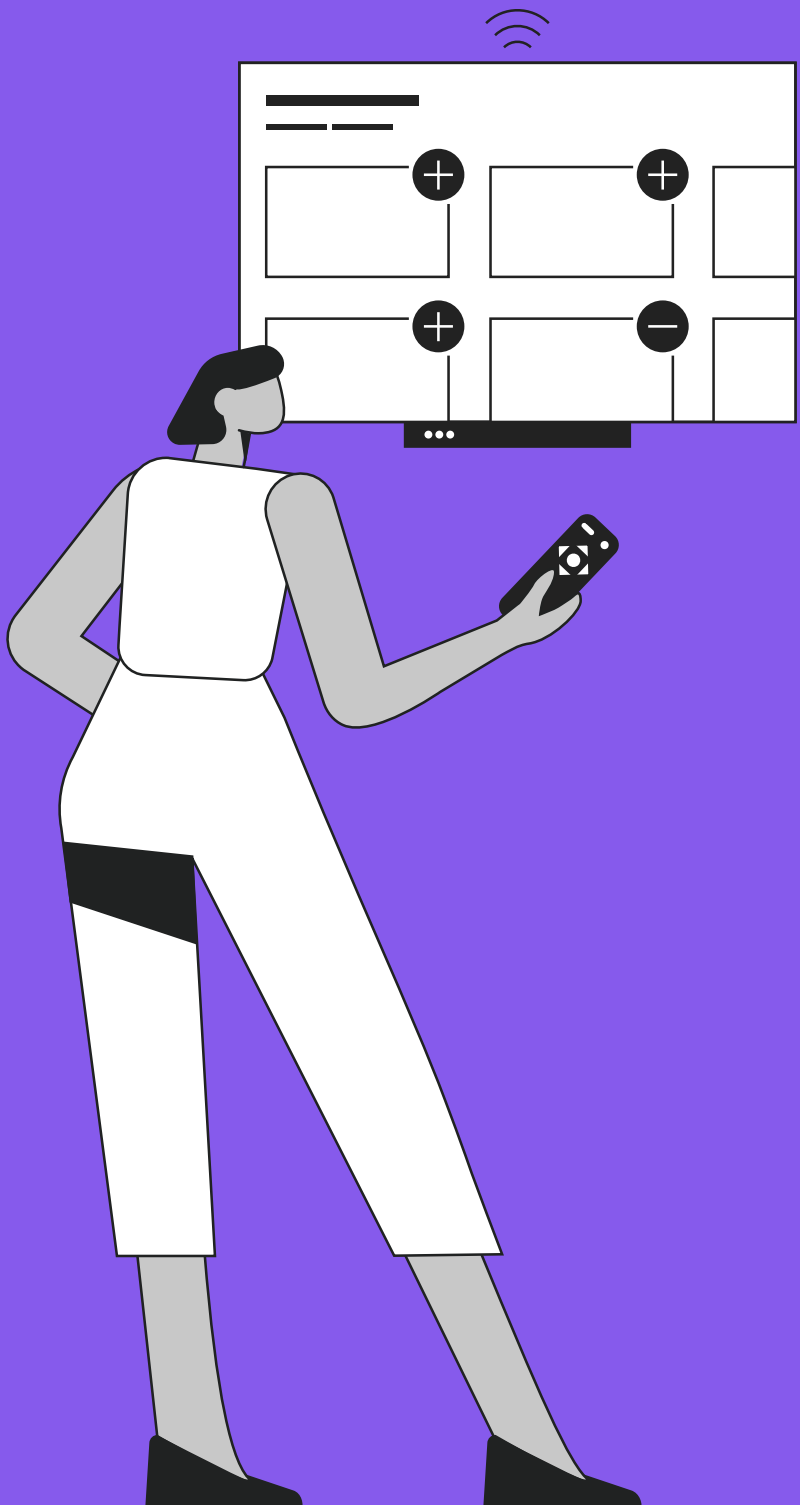


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Introduction

Streaming TV has continued to gain momentum in the UK. Over 50 million viewers now choose to watch TV content through streaming services (of which 41 million watch ads). This highly scaled, highly engaged audience provides advertisers with an opportunity that should not be overlooked.

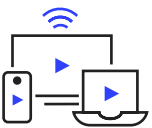
Magnite plays a pivotal role at the intersection of advertising and the consumer experience. As such, we are uniquely positioned to provide market insights like those included in this report, **“Why Streaming TV Is a Must-Buy”**, which focuses on how content quality affects ad performance, including recall, trust, and purchase intent.

“Streaming TV on Smart TVs has become mainstream in the UK. This is great news for advertisers as it provides a highly scaled, premium environment that delivers performance outcomes unmatched by other digital video platforms.”

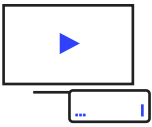


JULIE SELMAN
HEAD OF EMEA

Definitions



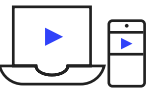
Streaming TV
All television content streamed via the internet regardless of the device it is watched on (also known as OTT).



Connected TV (CTV)
Any television that can connect to the internet to stream video content, including TVs connected to a streaming device (stick/box/console) or Smart TV.



Smart TV
Smart TVs are connected TVs that have streaming capabilities built into the hardware. They can connect to the internet out of the box and usually come with pre-installed Streaming TV apps.



Video-Sharing Platforms (VSP)
Apps that enable users to share videos with other users (e.g. YouTube, Dailymotion).

Methodology



Magnite partnered with MediaScience, a global leader in media research and measurement. The study consisted of audience testing in a simulated viewing experience, where participants added Streaming TV and Video-Sharing Platform (VSP) apps to their personal devices.



Behavioral tracking



Post Exposure Survey

Each participant watched content (TV shows and videos) and was exposed to ads appearing in naturally occurring ad breaks or as pre-roll. The panel was immediately surveyed after the viewing session to capture attitudinal responses. This two-factor research design provides a multidimensional view of Streaming TV and VSP viewers and points to differences between post-exposure behaviors and their effects on advertiser outcomes.

Two-Factor Research Design	
Simulated Viewing Experience	Panel-Based Survey
→ Measured behaviors	→ Declared behaviors
→ Deterministic	→ Qualitative, verifies
→ Quantifiable and statistically relevant	observed actions

The study was conducted in 5 major global markets, including the UK, US, India, Brazil, and Japan. For the UK, we conducted the study on Smart TVs using a popular Streaming TV service and a leading Video-Sharing Platform. UK panel size = 100



KEY FINDINGS

Ads in Streaming TV build trust, are more memorable, and increase purchase intent.



1

Streaming TV's high-quality content is a primary reason for extended viewing sessions.

Audiences are highly engaged and open to receiving ads.



2

Premium environments improve perceptions.

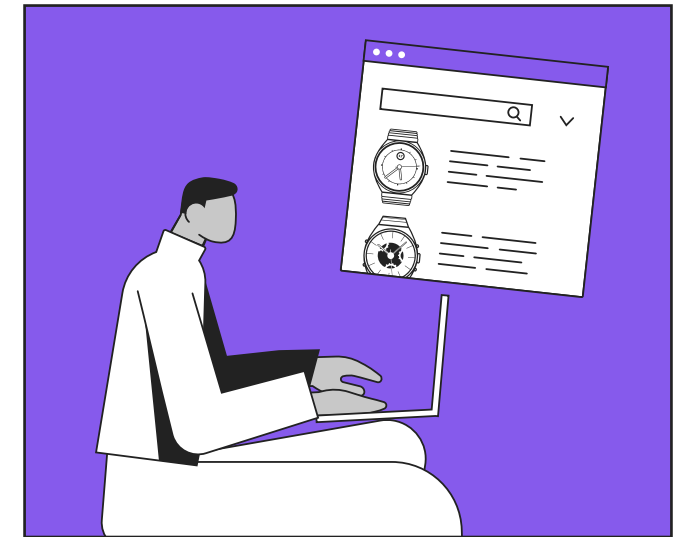
Ads shown on Streaming TV are considered trusted and credible—raising the likelihood of future purchases.



3

Positive perceptions increase recall.

Brand recognition is 8% higher on Streaming TV compared to Video-Sharing Platforms.



4

Recall is a pathway to purchase.

Streaming TV's stronger trust, credibility and recall translates into purchase behaviour.

Source: Magnite Research 2024–2025

Streaming TV is highly scaled and will continue to grow.

UK AUDIENCE

Streaming TV

- 50.1 million viewers
- 3% year-on-year growth

Ad-supported

- 81% watch ad-supported content
- 59% of the population

UK ENGAGEMENT

Viewing time

- 76% watch daily
- 64% watch more than two hours per day (on average)

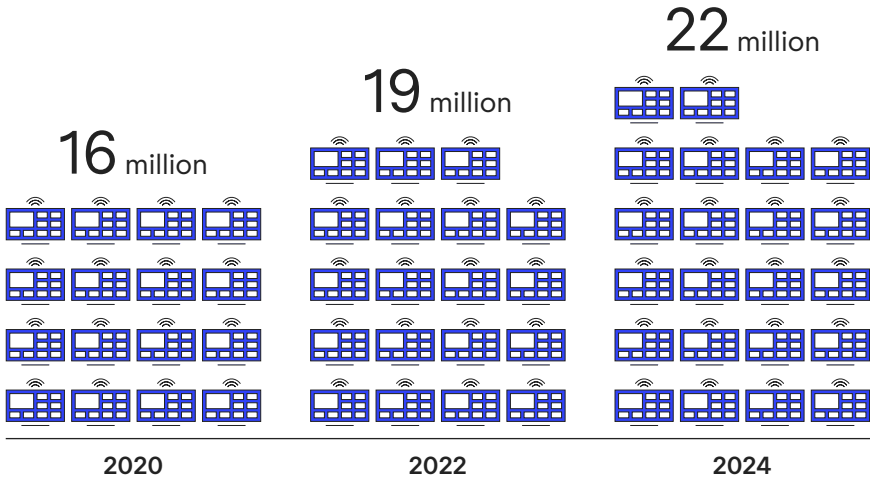
41 million
Watch ads

2.8 hours
(daily)

Sources: EMarketer, Statista, Magnite Research 2024–2025

Smart TV Adoption Has Accelerated Streaming TV Growth

UK Smart TV Households



Viewing sessions are longer and more engaging on larger screens

- There are 22 million households with a Smart TV (76% of the population), which continues to grow year-over-year
- Nearly all (91%) of people watching Streaming TV with Ads do so on a Smart TV (compared to only 52% of those watching VSPs)
- Audience and time spent viewing are projected to increase



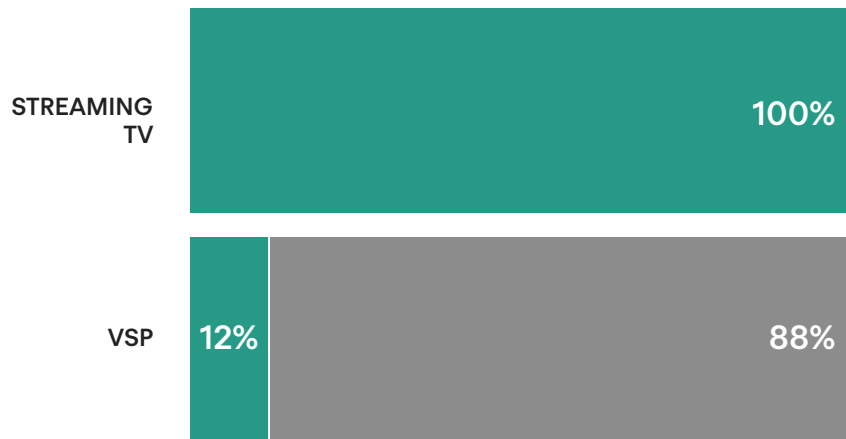
1 Content quality affects ad performance.

How content differs on Streaming TV and Video-Sharing Platforms

The results indicate a relationship between content quality and ad performance. Streaming TV is a premium environment, whereas Video-Sharing Platforms are developed for anyone to share video. Our research found that **88%** of VSP viewers spend the majority of their time watching non-premium content.

% of viewers who watch premium only

■ PREMIUM ■ OTHER



Source: Magnite Research 2024–2025

Premium Content

High-quality, long-form programming produced by a TV or Movie studio or production company. It is regulated, brand-safe, and distributed for viewing on streaming platforms.

Examples include:

- TV shows
- Movies
- Live Sports
- News

User Generated Content (UGC)

Created by individuals or small independent teams to be shared on Video-Sharing Platforms and social media. The videos are typically short-form and of varying degrees of quality.

Examples include:

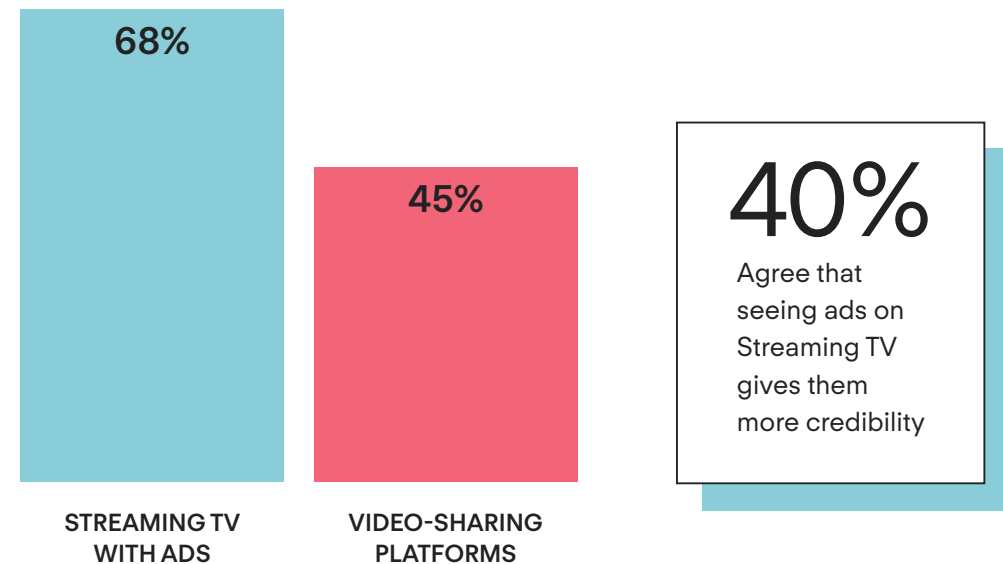
- Product Reviews
- Gaming Tips
- How-to Videos
- Pranks and Fails



2 Premium environments inspire trust.

Streaming TV's quality environment leads to more confidence in the brands advertised.

Trust



People are also more likely to think...

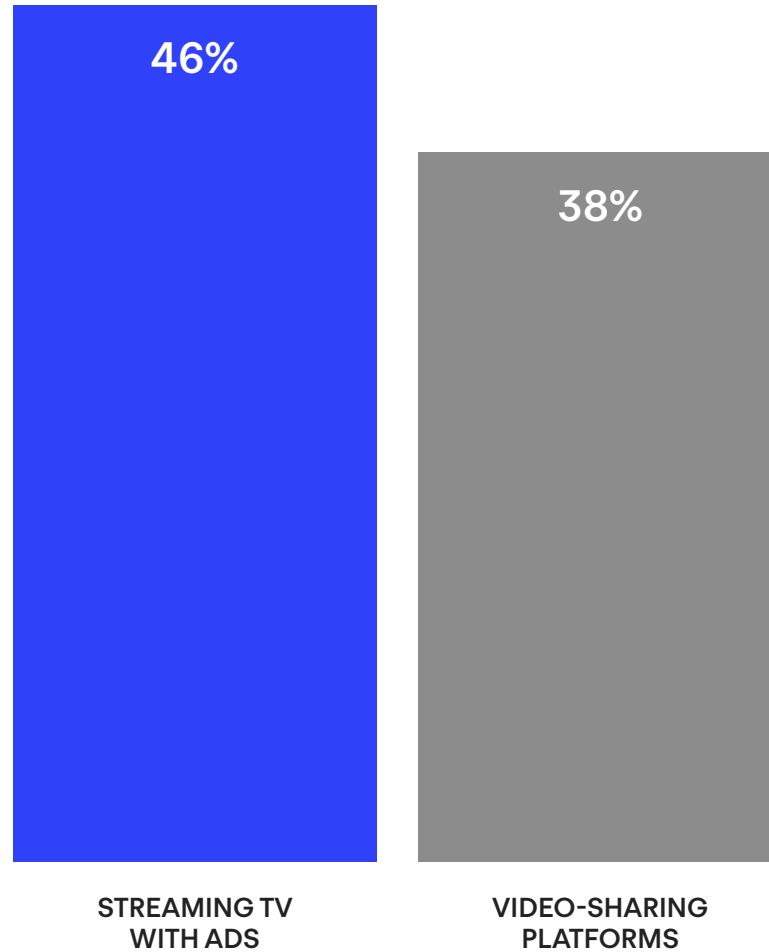
- Ads on Streaming TV are quality produced (+5% vs. VSPs)
- Ads on VSPs are for fake products (+16% vs. Streaming TV)

Source: Magnite Research 2024–2025



Streaming TV delivers stronger recall than Video-Sharing Platforms.

Brand Recognition



Base: 1 ad exposure; Source: Magnite Research 2024–2025

Streaming TV's premium content generates better recall for advertisers than ads shown within content on Video-Sharing Platforms.



An ad shown on Streaming TV generated **8% higher brand recognition** than VSPs (which is in line with the global average).



Adding Streaming TV to VSP delivery also boosts brand recognition by **14%** compared to VSPs alone.



Strong performance translates into purchase behaviour.

Streaming TV viewers are more likely to be influenced to take an action, make a purchase and discover new brands compared to those watching VSPs.



Streaming TV conversions compared to VSPs:

Over
2X As likely to influence
purchase decisions

6% More likely to make
a purchase

9% More likely to discover
new brands

5% More likely to
take action

Source: Magnite Research 2024–2025



Streaming TV with Ads

62%

RECOMMEND
BRAND

59%

PURCHASE
INTENT

Base: 2 ad exposures; Source: Magnite Research 2024–2025



Streaming TV viewers are likely to form positive brand opinions and recommend a brand they saw an ad for.

Most importantly, they often make a purchase.



Summary




In the UK, Streaming TV is a highly effective way to reach and connect with consumers. Streaming TV's trusted environment and higher recall rates translate into purchase behaviour, delivering strong outcomes for advertisers.

There are 41 million Streaming TV viewers watching content with ads in the UK. Magnite can help you reach them. **Streaming TV is a must-buy media.** Ask how we can help add Streaming TV to your next plan.

Ask your Magnite account representative for more information or email buyer-uk@magnite.com



Ads in Premium Streaming Content...

-  Build trust
-  Are more memorable
-  Increase purchase intent

