

CTV IS FOR EVERYONE

CONNECTED TV AUDIENCE PROFILES



WHAT THE EUROPEAN CTV AUDIENCE REALLY LOOKS LIKE

CTV AUDIENCE PROFILES

Consumers across Europe have continued to join the movement of accessing television through streaming services and CTV has now progressed beyond its status as a new entrant to the market. It is not a fad or short-lived tech trend, and it is not just for digital natives or members of the millennial generation – **CTV is for everyone.**

FAST FACTS:

- 61.5 million homes in Europe's Big 5 markets now watch CTV
- Half of all CTV viewers watch on a daily basis, almost all watch weekly
- 7 out of 10 CTV viewers watch ad-supported programming

Aside from knowing that more and more people are tuning in, what do we really understand about viewership behaviour? SpotX conducted consumer-based research to find out and identify four distinct pan-European viewership profiles.



STREAMLOADERS:
AGES 18-24 (11%)



JET STREAMERS:
AGES 25-34 (21%)



DO-IT-ALL STREAMERS:
AGES 35-54 (44%)



SILVER STREAMERS:
AGES 55+ (24%)

Download the full report: www.spotx.tv/ctv-is-for-everyone-europe

METHODOLOGY:

Statista conducted a quantitative survey through an online access panel (computer-assisted web interviews, or CAWI). The questionnaire was mobile-enabled. The target group was CTV consumers aged 18 years and older streaming on-demand digital content or live TV at least once a month via a smart TV, a streaming box or stick, or a gaming console that is connected to a stationary TV device.

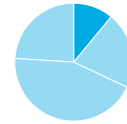
Quota sampling per country was used according to gender, age, and region. The total sample size was n=7,504 (respondents in: UK n=1,501, France n=1,503, Germany n=1,500, Italy n=1,500, and Spain n=1,500). The data has not been weighted. The survey was conducted between March 30 and April 22, 2020.



AGES 18-24

STREAMLOADERS

These young adults are heavy streamers; they access a wide variety of content from multiple sources and screens. Streamloaders own several subscriptions despite being the most likely to share someone else's. They are also highly likely to watch ad-supported content on a daily basis - making them a desirable but challenging-to-reach demographic.



11% of total CTV viewers

CHARACTERISTICS:

- Most likely to be single, often watch with friends - but are also likely to watch alone
- Prefer to watch during the evening and are the most likely viewers to watch late at night
- Favourite genres include: Comedy, reality, romance

INTERESTS:

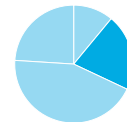
- Playing sports
- Dining out
- Going to movies and theatre



AGES 25-34

JET STREAMERS

Jet streamers are millennial professionals that are digitally savvy and seek convenience and variety from their streaming services. CTV is their primary way of watching television and they are the most likely of all audiences to watch on a daily basis.



21% of total CTV viewers

CHARACTERISTICS:

- Likely to watch with a partner or children and rarely watch alone
- Appreciate access to free content and are likely to choose ad-supported content versus paid
- Favourite genres include: Drama, sports, horror

INTERESTS:

- Dining out
- Attending concerts
- Attending sporting events

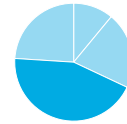
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AGES 35-54

DO-IT-ALL STREAMERS

The “do-it-all” streamer group is large and diverse. They are busy balancing work and family, are highly likely to live with a partner, and are the most likely group to have children in the household – so they particularly enjoy the flexibility and variety that CTV provides.



44% of total CTV viewers

CHARACTERISTICS:

- Prefer on-demand content and appreciate access to ad-supported programming
- Unlikely to share subscriptions with others outside of the household
- Favourite genres include: Action, science fiction, kids and family

INTERESTS:

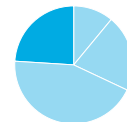
- Dining out
- Home improvement and home projects
- Cooking



AGES 55+

SILVER STREAMERS

This group is made up predominantly of baby boomers who are approaching retirement or are already retired. Flexibility is a particularly attractive aspect of CTV for this audience despite being the age group most accustomed to linear-style viewing. Much of what they watch is on-demand content, with the exception of live news.



24% of total CTV viewers

CHARACTERISTICS:

- Highly likely to choose ad-supported versus paid programming
- The most focused and engaged of all audiences; they rarely do other things while watching
- Favourite genres include: News, documentary, thriller

INTERESTS:

- Traveling
- Reading
- Gardening

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