

How We Watch: Examining the Shifting Trends in TV Habits



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How We Watch

1

The Market

2

The Moment

3

The Mission

Sources and methodology



Survey field period: December 2023



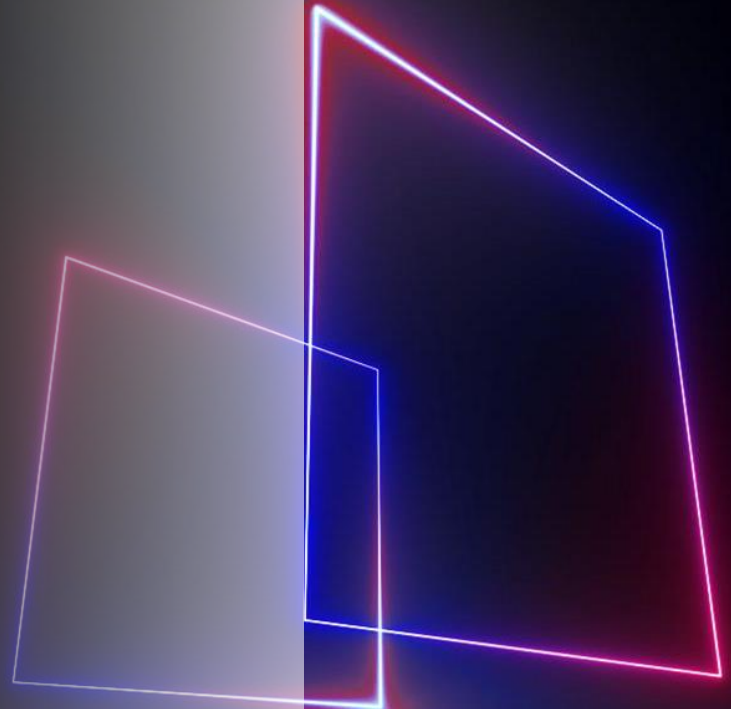
Survey field period: March 2023



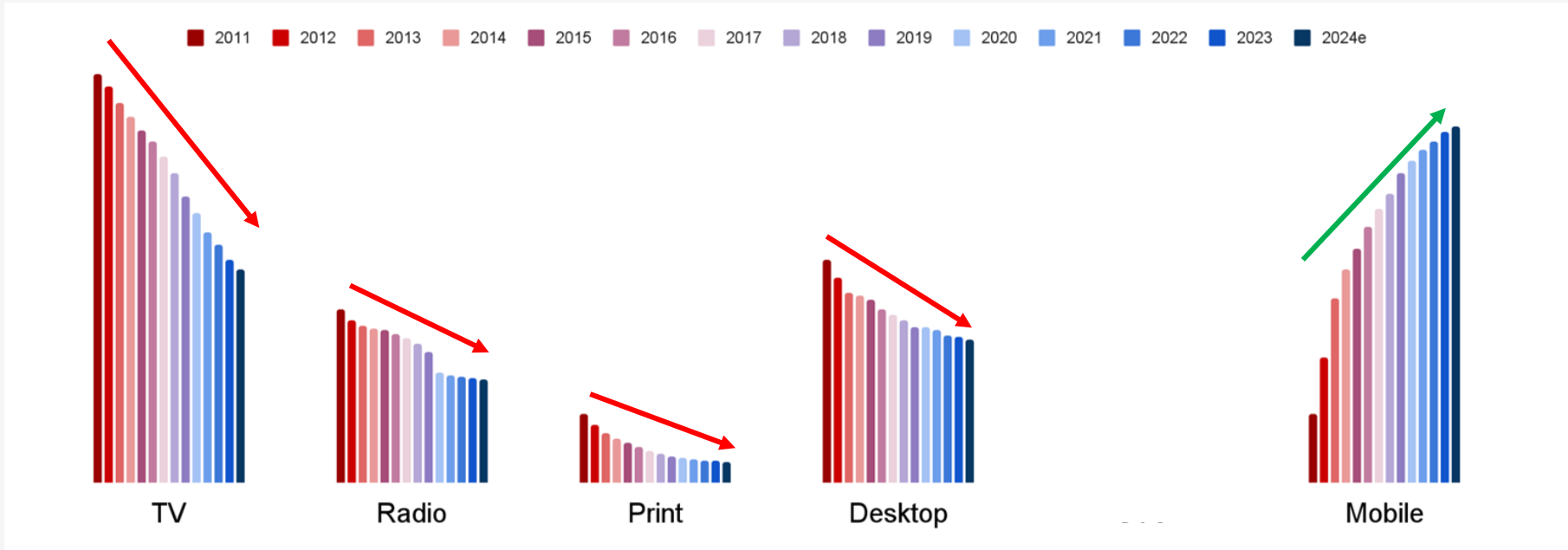
Survey field period: October 2023

For more information visit: <https://lgads.tv/resources/>

The Market



Media Consumption Trends (US)



Ad-supported CTV

80%

use **ad-supported**
models of CTV

63%

prefer ad-supported
models of CTV

ctv

subscription
cycling

59%

are willing to **cancel a subscription**
streaming service after watching
desired content



Q: Do you currently have access to an internet-connected TV, either directly through a smart TV or via an HDMI device (such as AppleTV, Roku, Amazon FireTV, Chromecast)?

This shift to ad-supported will continue...

29%

Will remove **subscription** CTV services from the household in the next 12 months

35%

Will add more **free ad-supported** CTV services in the next 12 months

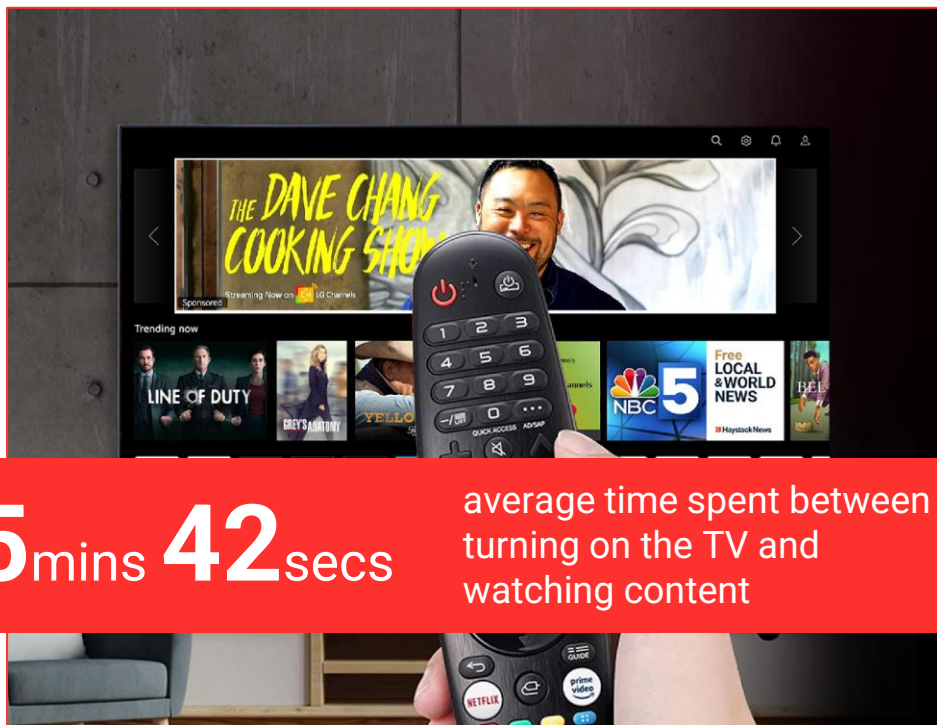
The Moment



almost
six minutes
deciding...

5 mins 42 secs

average time spent between
turning on the TV and
watching content



Recommendation Sources for New Content



46%

Recommendation from family/friends

39%

Homepage of your TV screen

39%

Homepage of a specific app

21%

TV commercials

21%

Social media ads

The screenshot shows a smart TV interface with a navigation sidebar on the left containing icons for profile, notifications, settings, search, and home. The main content area features a large advertisement for the Lexus TX. The ad includes an image of three silver SUVs parked in a modern building, the text "THE FIRST-EVER LEXUS TX" and "MORE SPACE TO THRIVE", a QR code, and a "LEARN MORE" button. Below the ad is a row of five category buttons: Home Office (teal), Game (purple), Music (pink), Home Hub (blue), and Sports (green). Underneath these are rows of streaming service icons including Netflix, Prime Video, Disney+, Max, Hulu, Sling, Apple TV, YouTube, Peacock, Paramount+, Discovery+, Tubi, and Pluto TV. At the bottom, a "Top picks for you" section displays five content cards: Live TV, The Last of Us, Shoplifters, Us Again, and The Golden Girl.

The screenshot shows a smart TV interface with a navigation sidebar on the left containing icons for profile, notifications, settings, search, and home. The main content area features a large advertisement for Nerdwallet. The ad includes an image of a woman in a green shirt, the Nerdwallet logo, the text "Finance Smarter", and a "Learn more" button. Below the ad is a row of five category buttons: Home Office (teal), Game (purple), Music (pink), Home Hub (blue), and Sports (green). Underneath these are rows of streaming service icons including Netflix, Prime Video, Disney+, Max, Hulu, Sling, Apple TV, YouTube, Peacock, Paramount+, Discovery+, Tubi, and Pluto TV. At the bottom, a "Top picks for you" section displays five content cards: Live TV, The Last of Us, Shoplifters, Us Again, and The Golden Girl.

media multi-tasking



Q: In the last 12 months, what actions have you taken after seeing an ad on a streaming service?
Q: How often do you multitask with a mobile device or laptop while watching TV?
Q: When you are multitasking using other devices while watching TV, what are you typically doing?

media multi-tasking



Second Screen Activities

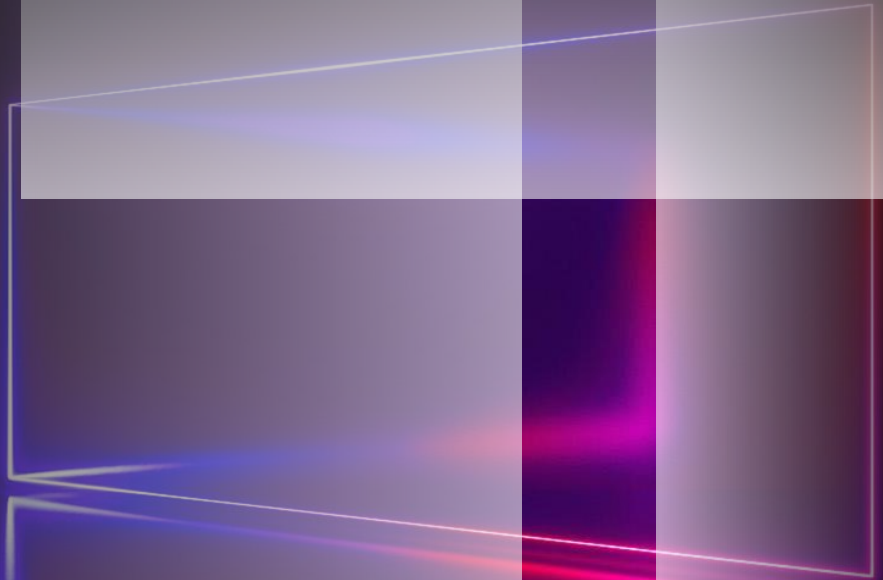
48%
Social Media

46%
Games

42%
Shopping

Q: In the last 12 months, what actions have you taken after seeing an ad on a streaming service?
Q: How often do you multitask with a mobile device or laptop while watching TV?
Q: When you are multitasking using other devices while watching TV, what are you typically doing?

The Mission










What are Shoppable TV Ads?

Top methods of purchasing products or services via TV ads

(aided choices, ranked in order of preference)

-  Send a **text** for more information or discount code
-  Scan a **QR code** to checkout on mobile device
-  Use **voice** to add to cart via smart home speaker or through TV
-  Save products to a **wishlist** directly on TV
-  Quick checkout on the TV with **saved shipping/payment details**



Most CTV users envision and desire a future with a more shoppable TV experience

53%

wish all TV ads had a quick option to buy the product

63%

wish they could see store / brand inventory on their TV

Although not commonplace yet, consumers have also shown interest in other smart screens for shopping



18%

Refrigerator



14%

Washer/Dryer



11%

Car Dashboard

3 in 10 CTV users have actually purchased directly on their TV

(last 3 months)

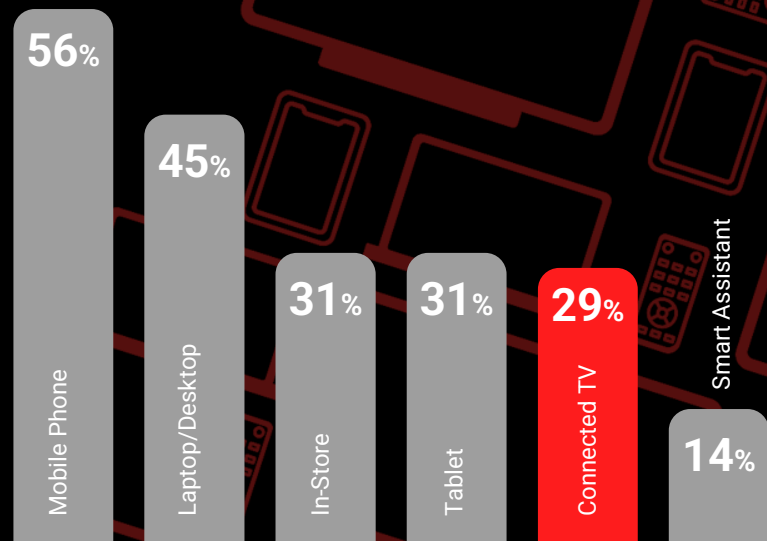


51%

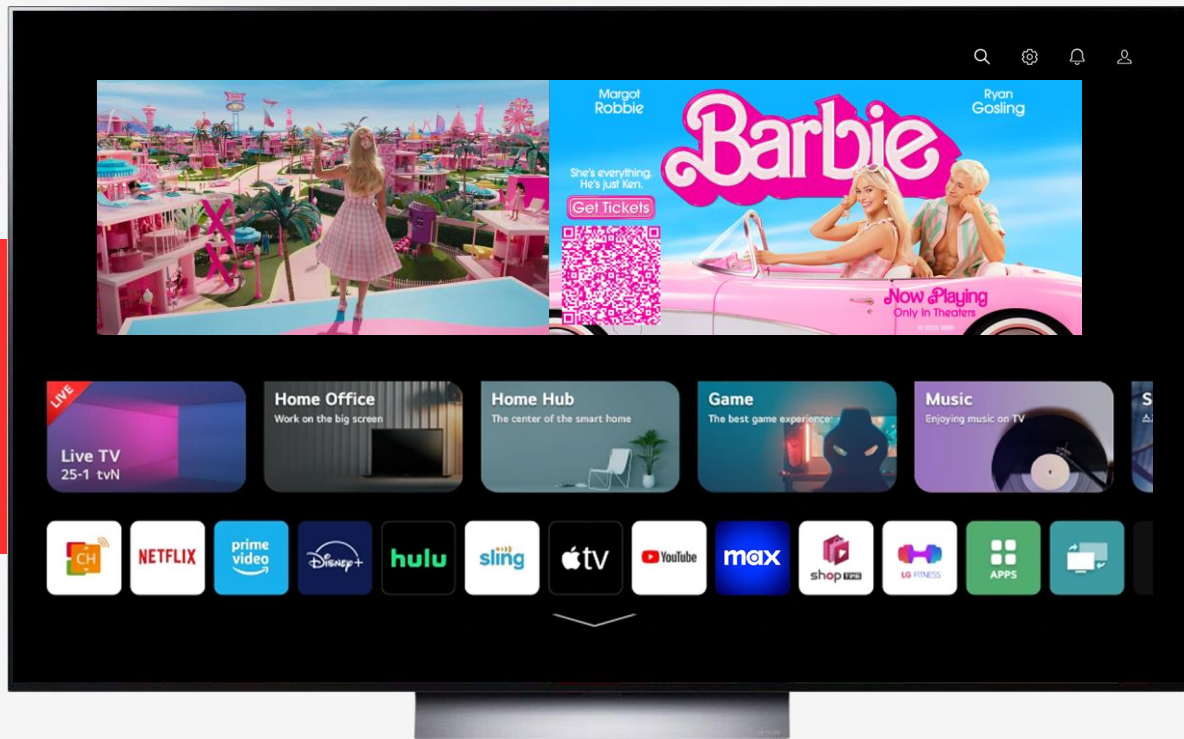
of CTV users wish they could shop online using their TV

Methods of Product/Service Purchase After Seeing TV Ad

(last 3 months)



TV / Film




Restaurants

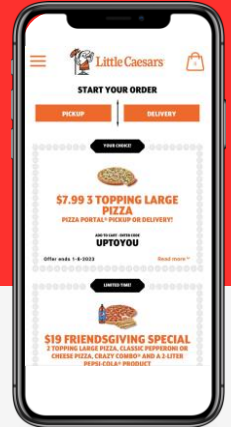
\$8.99

Hot-N-Ready 4-8PM
4-QUARTER CALZONY

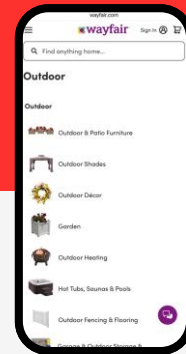
Plus tax where applicable. Available at participating locations. Prices may vary. Prices higher in AZ, IL and third party online sites. Delivery available from participating locations with online orders only. Delivery fees apply. Small order fee for orders less than \$2.

SCAN TO ORDER NOW

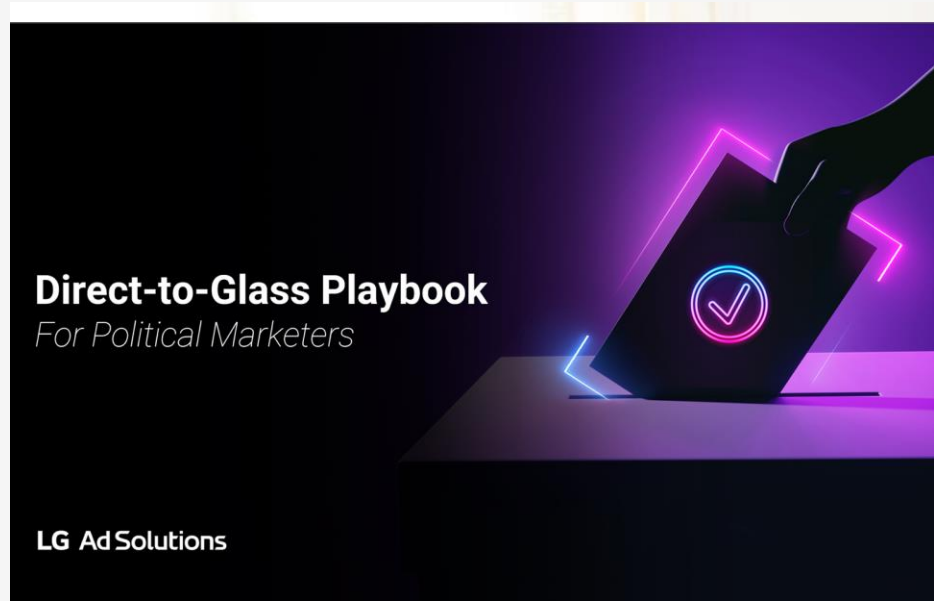
 **Little Caesars** Order today and bring the heat to your doorstep!



Retail



political
ctv



'Likely Voters' prefer Streaming to Linear TV

Political campaigns that don't consider streaming are missing out on valuable opportunities to connect with Likely Voters

65%

prefer Streaming TV to Linear TV*

*Among those with a preference
Source: LG Ad Solutions Political Survey 2023

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'Likely Voters' are streaming with ads and are receptive to political ads outside of political content

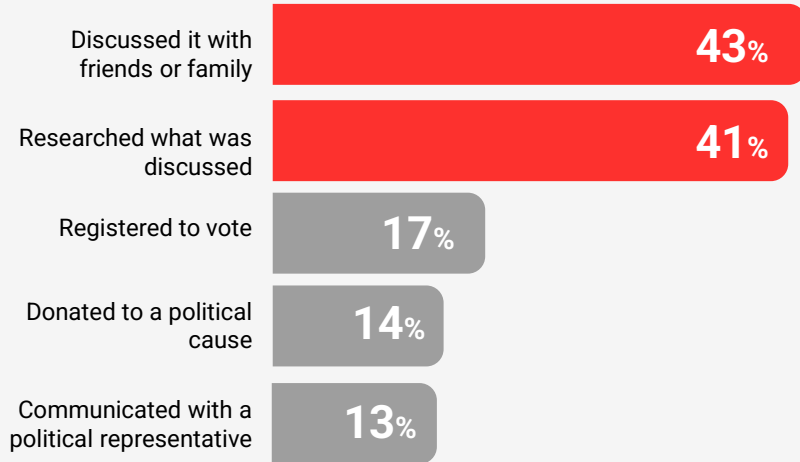
82%

use ad-supported
streaming services
with ads

Enhanced Ads

Political Ads can drive valuable action for Likely Voters

Actions Taken after Seeing a Political Ad



Source: LG Ad Solutions Political Survey 2023

Go Beyond the Traditional Spot

USA.gov
Government Made Easy

Find your nearest locations today!

SCAN TO VIEW

QR Code

QR Codes

Generate QR codes to encourage political action

(i.e. connecting voters to a candidate's website or driving donations)

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John Doe
For office



Scan to learn more

Educate to Elevate: Investing in Minds, Building a Better Future



Jean Doe
For office



Scan to learn more

Empowering Elders: Dignity, Respect, and Care for Every Senior

Key Takeaways

1

The Market: Preference for ad-supported CTV is high (80% use, 63% prefer, 70% like ad subsidised)

2

The Moment: It takes almost 6 mins to decide what to watch (native advertising opportunity)

3

The Mission: 2024 will be the year of both shoppable and political CTV (51% want to shop on their TV and 'likely voters' are open to streaming ads for political)

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