



# CONNECTED TV: THE SCREEN OF OPPORTUNITY



THIS WEBINAR WILL BEGIN SHORTLY

# WELCOME TO THE CONNECTED TV WEBINAR



Jenn Thomas  
Head of Marketing and Memberships



# TODAY'S SPEAKERS AND AGENDA



James Young  
General Manager



Natalie Stanbury  
Research Director



Clare Tsubono  
Media Controller



Flaminia Saponi  
Head of Partnerships



Jonathan Munsch  
Head of Digital Sales



Jodi Fraser  
Commercial Director: Screens



Gai Le Roy  
CEO



James Bayes  
General Manager ANZ



# IAB VIDEO COUNCIL CO-CHAIRS



James Young  
General Manager



Jonathan Munsch  
Head of Digital Sales



# IAB AUSTRALIA VIDEO COUNCIL

Promote the use of digital video advertising formats across all screens through advertising standards, best practice, research & events.



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# CONSUMPTION HABITS ON CONNECTED TV



Natalie Stanbury  
Research Director



# Australians accessing online content daily across multiple screens



**MOBILE**  
16.7 million

**DESKTOP**  
7.6 million PC  
2.7 million MAC

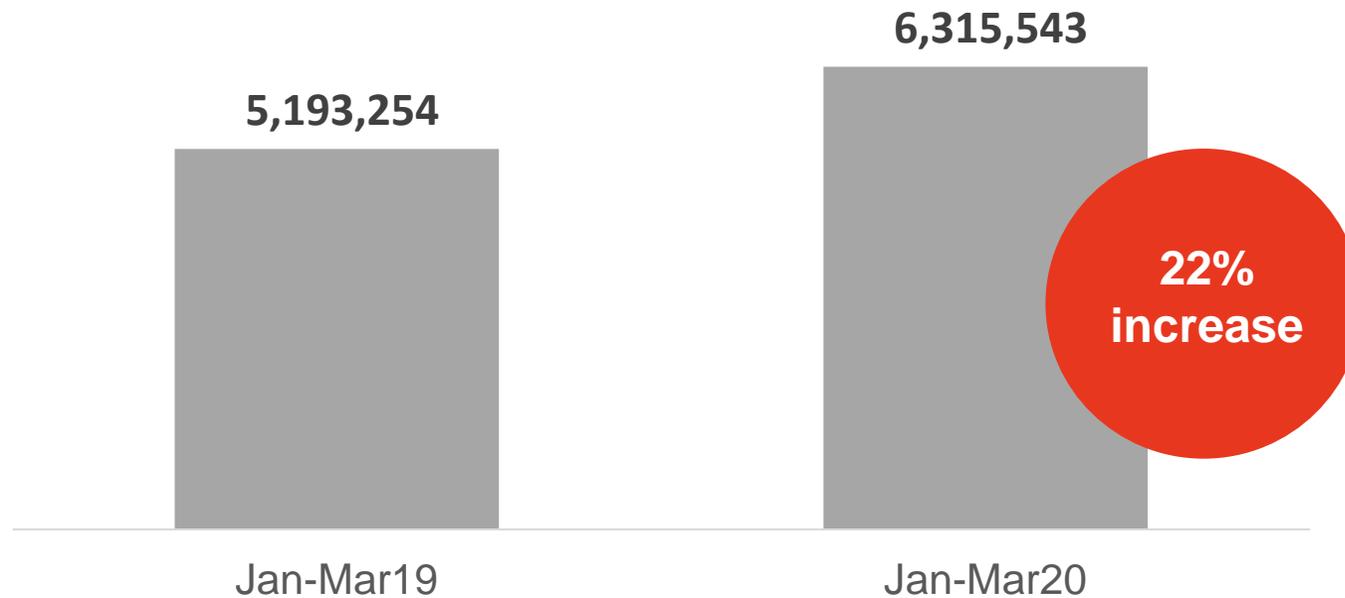
**CONNECTED TV**  
6.3 million

**TABLET**  
3.9 million iPad  
1.3 million Android

Average 6.6 video capable screens per household

# Connected TV audience is growing strongly

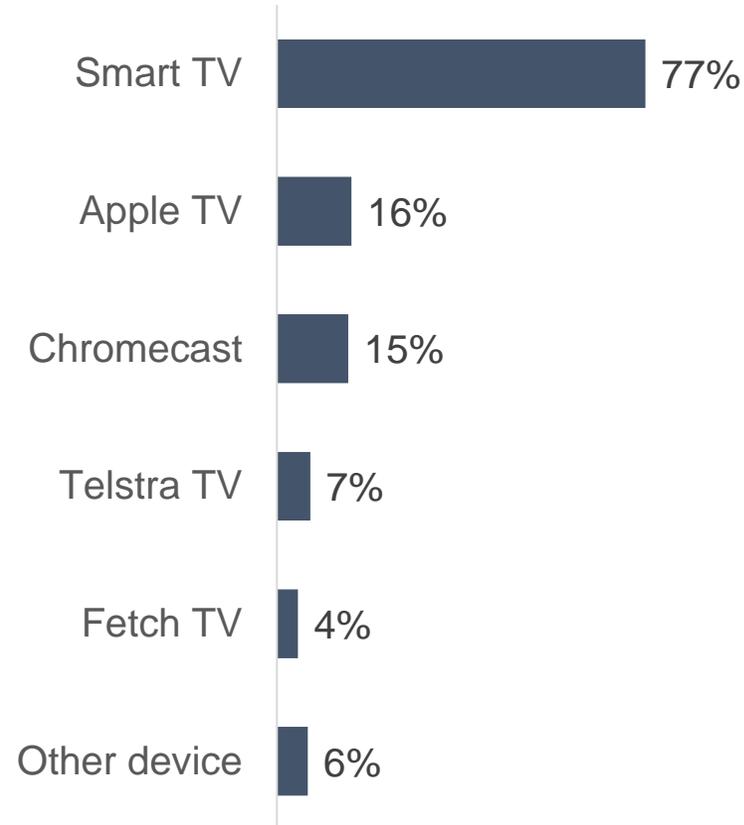
## VIEW INTERNET CONTENT ON A CONNECTED TV DAILY



**9.4 million**  
Australians have ever viewed Internet content on a TV screen, 6.3 million daily.

# Connected TV viewing is mostly via a Smart TV

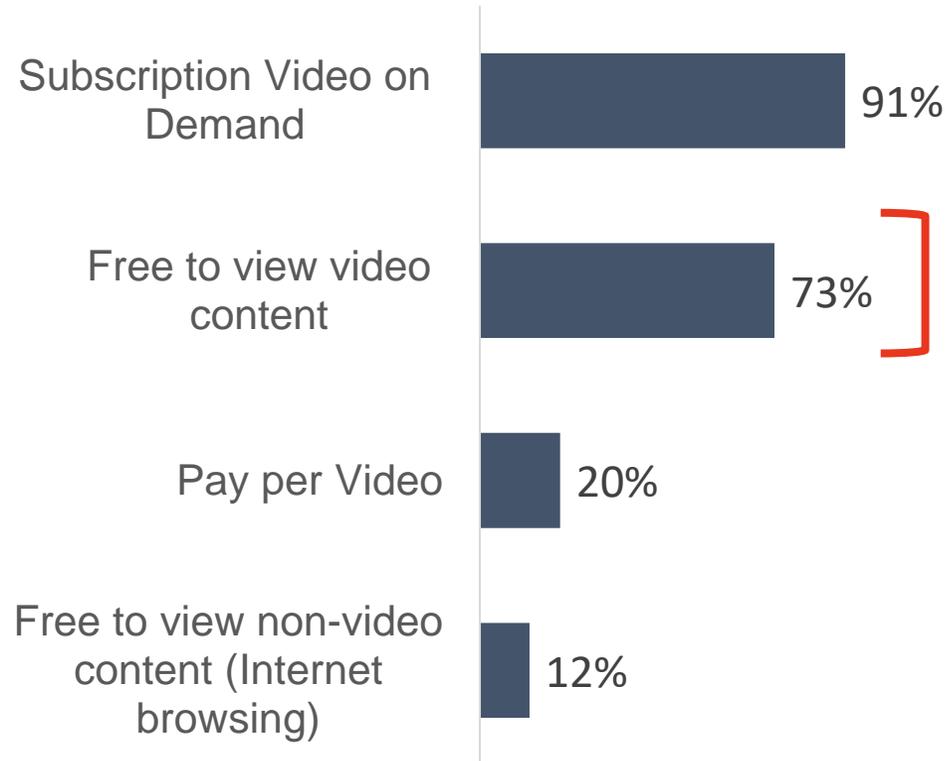
## DEVICES USED TO VIEW INTERNET CONTENT ON TV (AMONGST THOSE EVER VIEWED)



Various ways to access CTV content have increased over the last year.

# Nearly 7 million have viewed free content on CTV

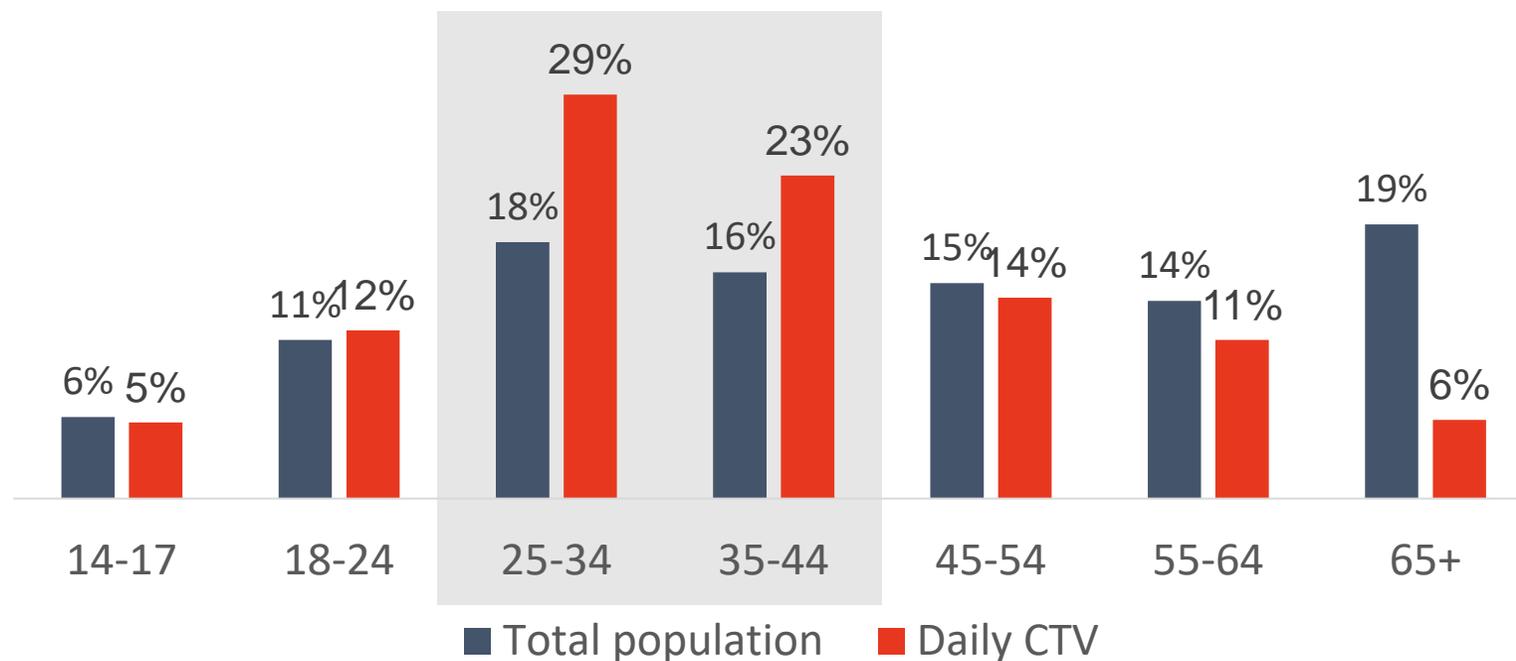
## INTERNET CONTENT VIEWED ON TV (AMONGST THOSE EVER VIEWED)



**6.9 million** have ever watched free to view video content on CTV (such as YouTube, BVOD)

# 3.3m Australians aged 25-44 (45%) are online on a Connected TV everyday

## AGE OF DAILY CTV VIEWERS % of audience

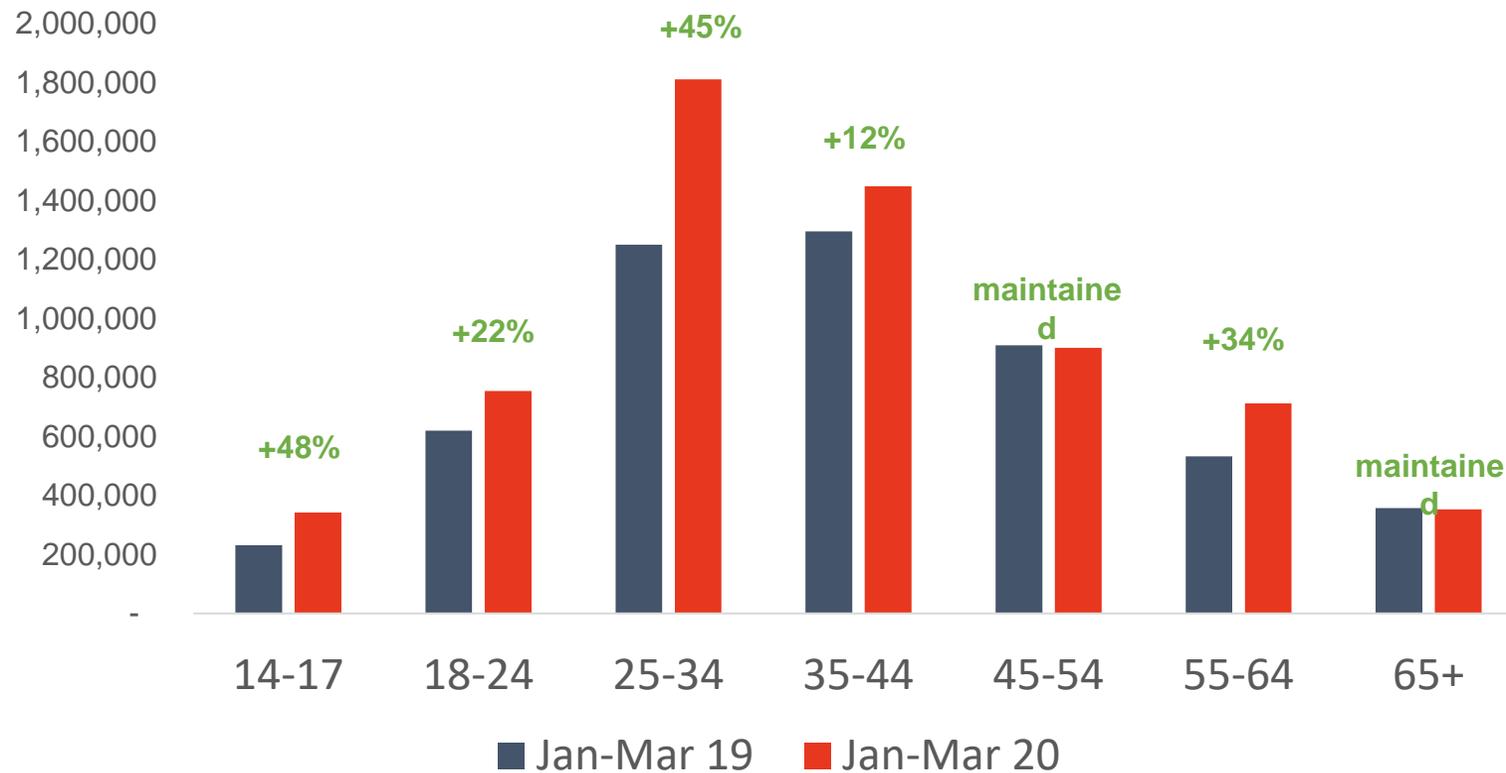


**GENDER:**  
48% Male  
52% Female

**LOCATION:**  
77% 5 cap city metro

# Audience growth driven by 25-34's and females

## AGE OF DAILY CTV VIEWERS Audience YoY Growth



### GENDER

Male **+12%**

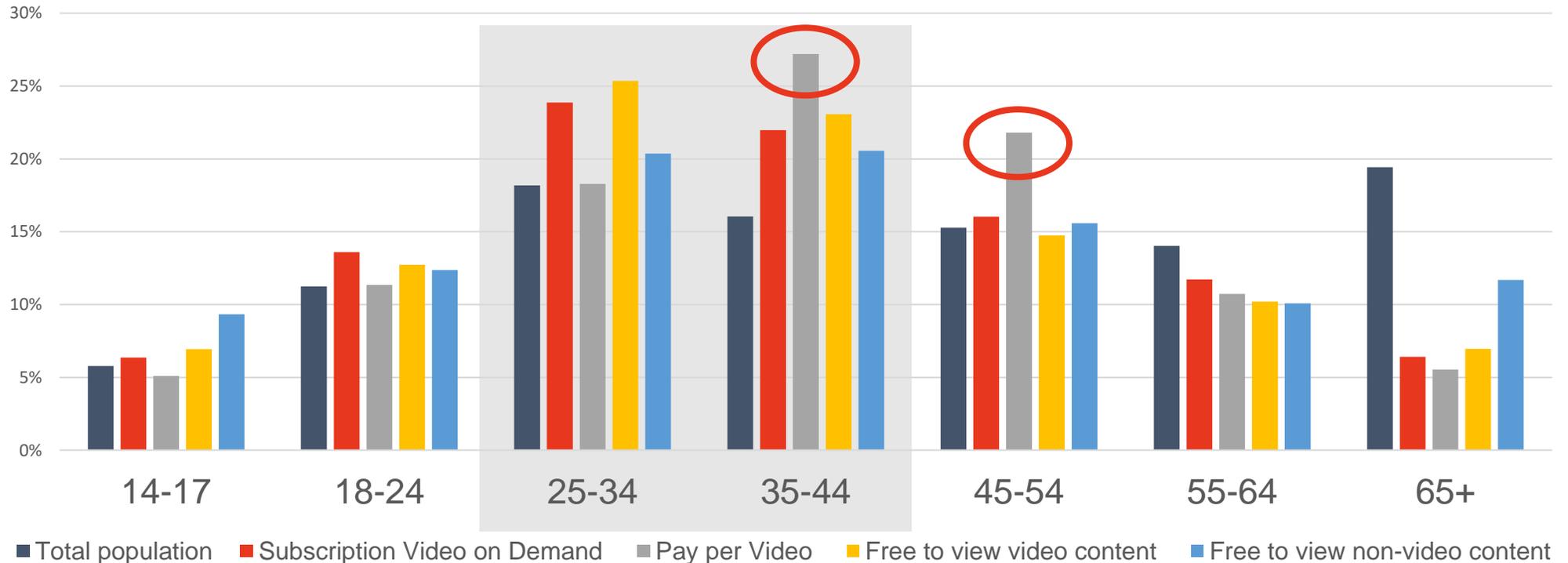
Female **+32%**

### LOCATION

5 cap city metro **+27%**

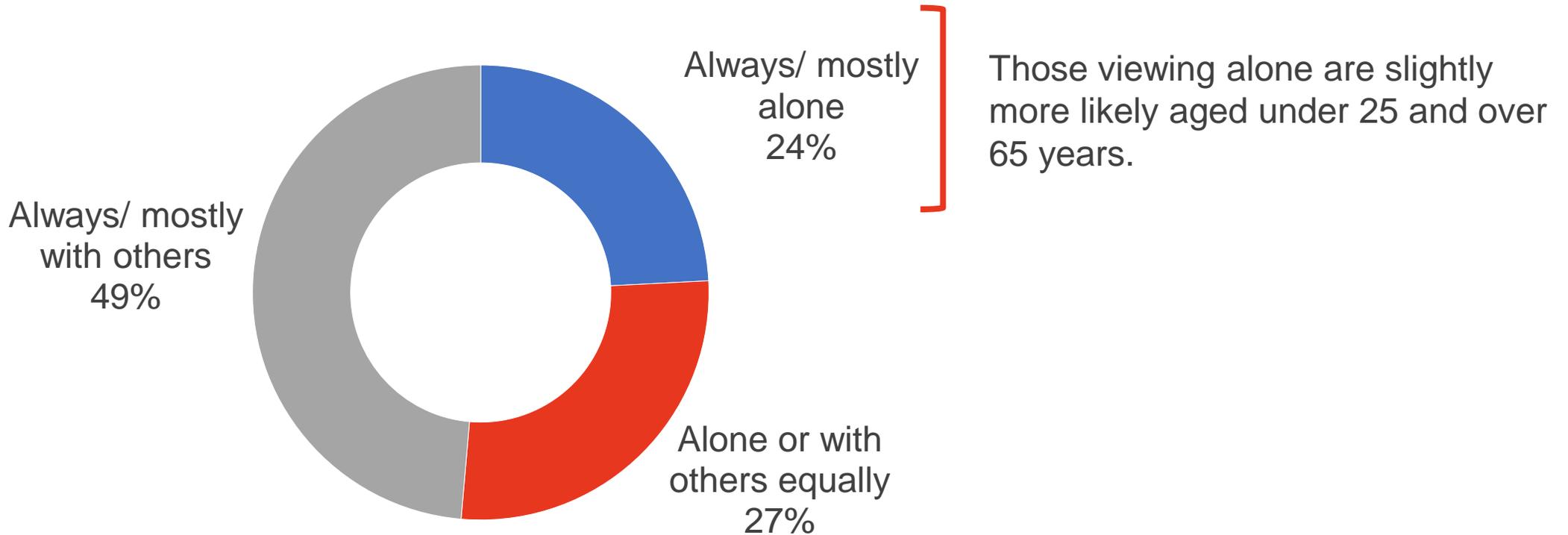
# Free and subscription audiences higher in 25-44's, pay-per-video audiences higher in 35-54 group

**AGE OF CTV VIEWERS BY CONTENT TYPE**  
% of audience



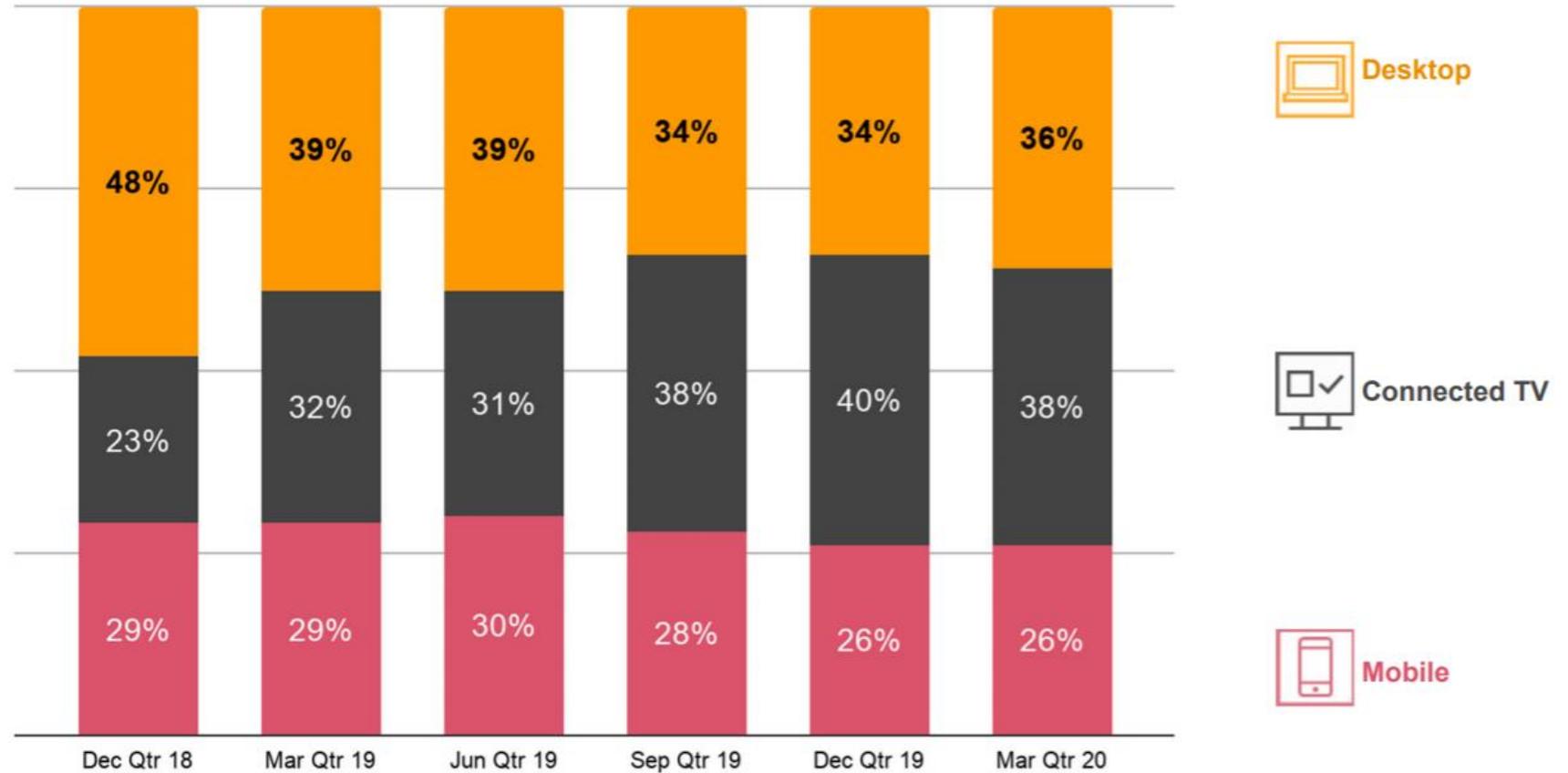
# Connected TV viewing done mostly with others

## INTERNET CONTENT ON TV VIEWED ALONE OR WITH OTHERS (AMONGST THOSE EVER VIEWED)



# With consumption on the rise, advertisers are increasing investment

## CONTENT PUBLISHERS VIDEO EXPENDITURE BY DEVICE BY QUARTER



Expenditure by device presented above is only in relation to content publishers and therefore percentages presented above cannot be extrapolated across total video expenditure.

# PLANNING AND BUYING CONNECTED TV



Jodi Fraser  
Commercial Director: Screens



Clare Tsubono  
Media Controller



# UNIQUE OPPORTUNITIES OF CONNECTED TV



Gai Le Roy  
CEO



Flaminia Saponi  
Head of Partnerships



James Bayes  
General Manager ANZ





# CONNECTED TV: THE SCREEN OF OPPORTUNITY



Q&A



# digital ad\_ops

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## PART 1

# ENABLING TRUE CROSS-SCREEN MEASUREMENT

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