



**GOING FROM AVERAGE TO WINNING:
ADVANCED TV (UK)**

WHAT YOU'LL LEARN

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DATA SOURCES

Unless otherwise stated, all the data in this report is pulled from MiQ's TV data sources. You can see more detail here.

There's nothing better than winning - especially when it comes to Connected TV (CTV). To help marketers activate their winning mode, we show how to achieve the best cost efficiency, frequency efficiency, and operational efficiency - and why it's so important.

See how your CTV campaigns will go from average to winning with MiQ.

THE LATEST CTV NEED-TO-KNOW

CTV is off the charts

46.5 million people in the UK are already using CTV. MiQ's TV Intelligence platform shows that 87% of UK CTV users now include streaming content as a part of their viewing experience.

Video impression share is soaring

While most other major devices are seeing a decrease in digital video impression share, CTV has grown by 18.7%. For major DSPs, video impression share can even be as high as 64%.

AVOD is becoming more popular

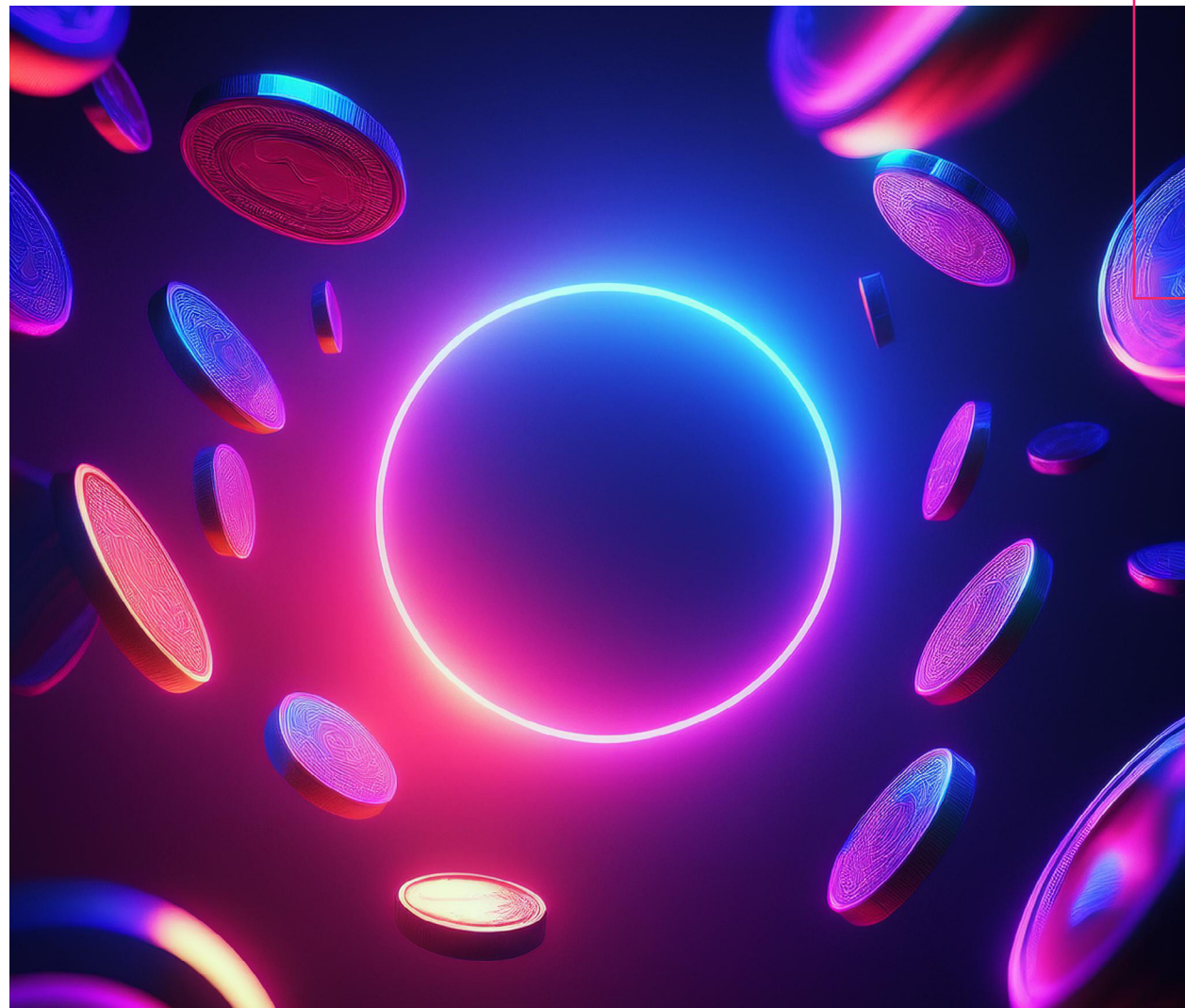
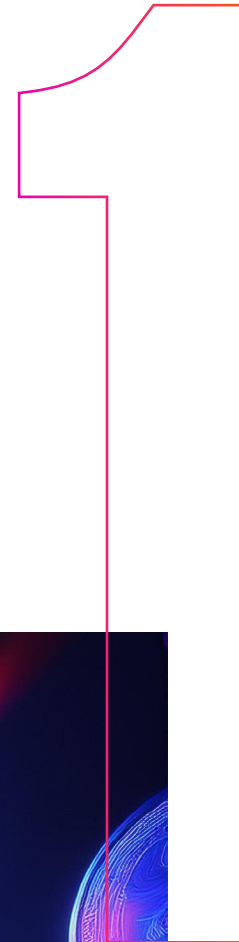
Advertising-based video on demand (AVOD) is hugely popular in the UK, and we expect to see 45.2 million users by 2027. AVOD ad revenue also surged by 14.2% in 2024, and this is set to grow by an additional 27% by 2027. And more key players (like BBC iPlayer) might look to join the market.

Ad spending isn't keeping up

While CTV ad spending increased by 18.7% in 2024 (from 2023), it's not keeping up with the growing popularity of CTV. Why? Our 2023 report found it comes down to concerns around cost, measurement and transparency.¹ Low marketer confidence leads to average outcomes.

¹ MiQ's 2023 Behind the Screens Report (UK)

How to achieve better cost efficiency



IT'S EASY TO END UP WITH AVERAGE

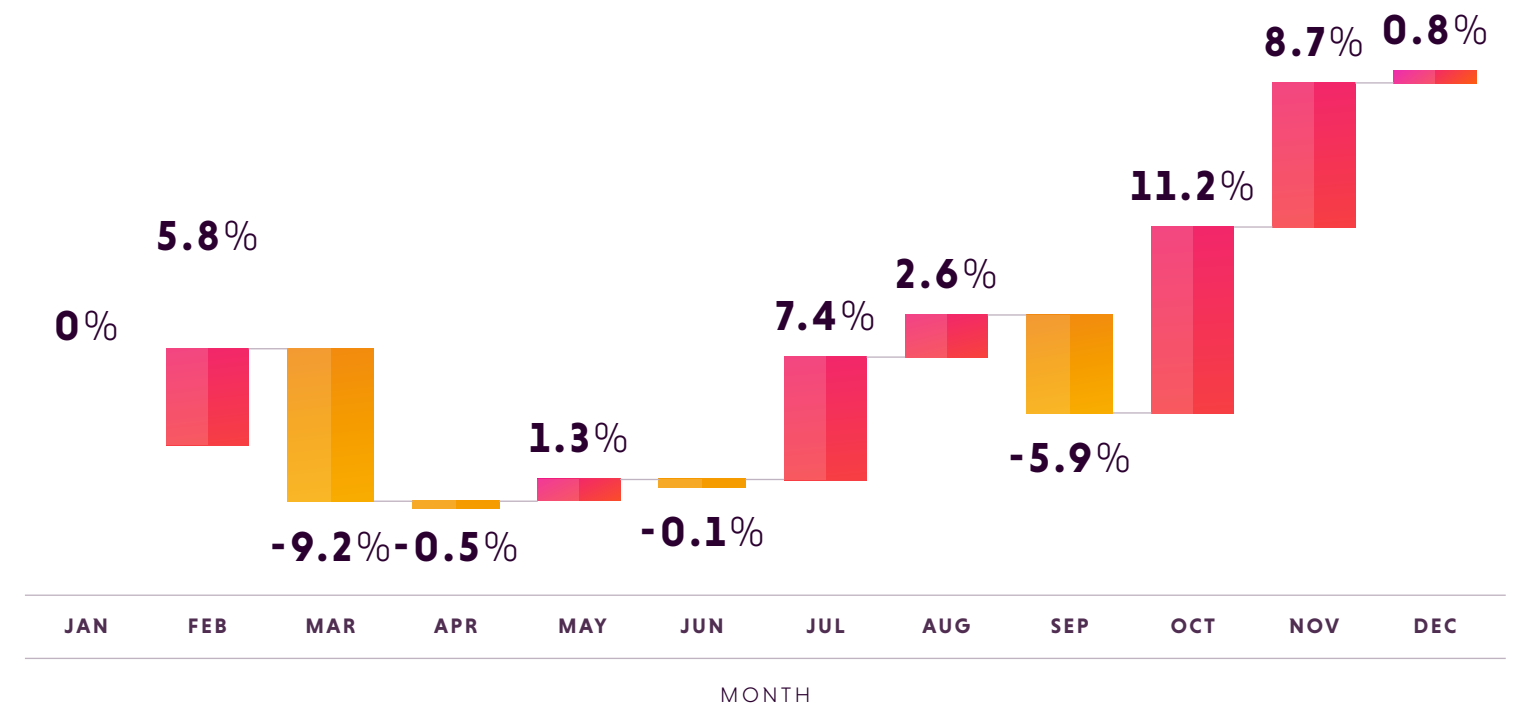
Depending on the holiday season and sporting calendar, TV cost-per-thousand-impressions (CPMs) can vary drastically. During the last quarter of the year, our data shows that - on average - CPMs increased by 14%. And compared to the previous 2 weeks, the 2024 Olympics saw impressions rise by 25.7%, and CPMs rise by 10.8%.

While CTV CPMs can seem very high when compared to daytime linear TV rates, achieving incremental reach is significantly cheaper on CTV. For one of our clients, we delivered 3% incremental reach across audiences that were not exposed to linear TV, saving £450K.

And while many advertisers consider YouTube part of their digital video strategy, it's become a big screen player. Barb² data shows that TV now has the largest share of YouTube viewing minutes. By next year, 70% of the UK population will watch YouTube, and 61% of MiQ's UK YouTube ads are already served on CTV.

2023 UK TEMPORAL CPMs

■ INCREASE ■ DECREASE



² Source: <https://mediacatmagazine.co.uk/youtube-is-big-but-context-is-key/>

TAKE A WINNING APPROACH

To minimise waste, maximise performance, and make the most of your budget throughout the year, you need to:

- **Understand your audience:** The more you know about your audience, the more successful your targeting will be.
- **Consider CTV over linear:** Depending on your campaign goals, you might be able to drive incremental reach in a more effective way.
- **Include YouTube:** It provides a similar viewing experience to linear TV and CTV, but YouTube offers lower CPMs and more dynamic creative opportunities.

WE'RE PROVEN TO BE BETTER

We're really proud to have industry-leading media efficiency. The proof? **Our media CPMs are 38% more efficient** than DSP private marketplaces, and **6% more** than open exchange. For an insurance client, we used an audience targeting strategy and drove **5x more conversions**.



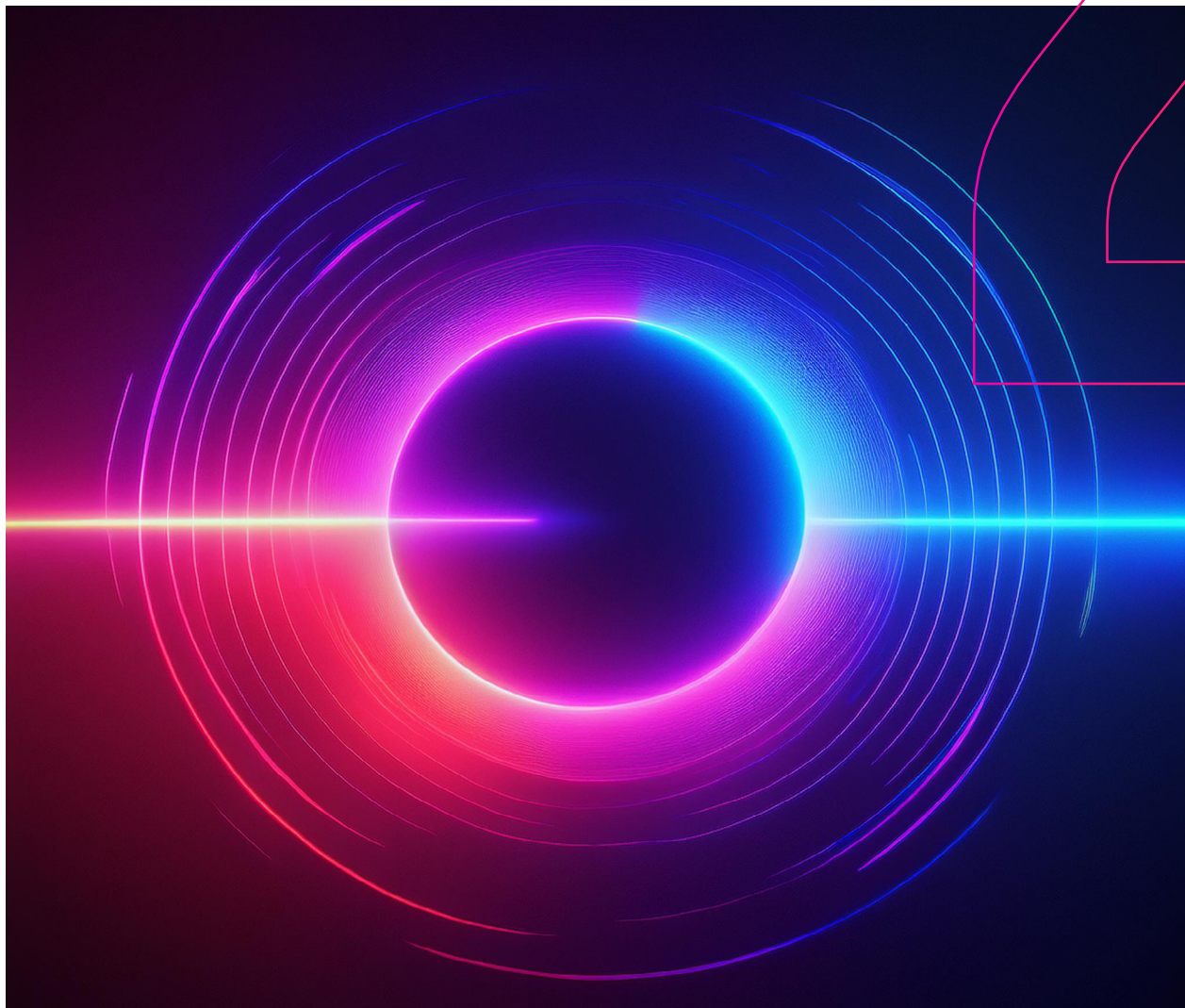
ACTIVATE YOUR WINNING MODE WITH MIQ

*“**MiQ's TV Intelligence** is powered by the world's largest and most diverse TV data footprint. In a single platform, you can get to know your audience in detail. You'll learn everything from the shows they watch and the apps they use (including YouTube), to the screens they prefer and the time they tune in. With these insights, you'll easily **hone in on your audience** and quickly **react to changing viewing behaviours.**”*

RACHEL FOSKETT
VP, GLOBAL PRODUCT MARKETING



How to achieve better frequency efficiency

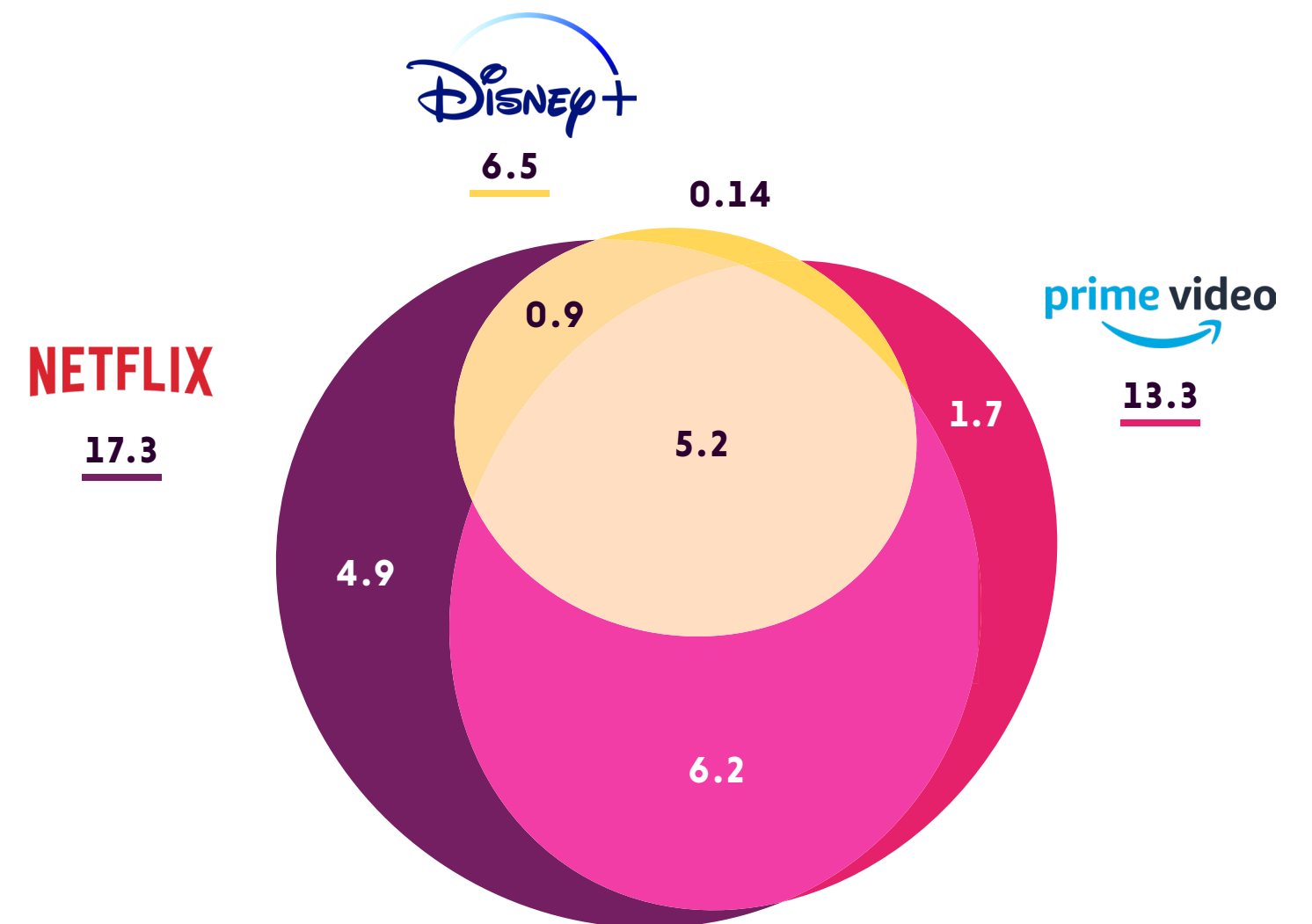


IT'S EASY TO END UP WITH AVERAGE

Over half of UK advertisers measure CTV campaign effectiveness by reach/frequency. But this is harder to achieve now that the average UK household subscribes to 3 connected TV apps. Research³ shows there's also big app overlap: 80% of Disney+ subscribers also have Netflix and Amazon Prime Video. So when buying from publishers directly, you might actually be buying the same audience again and again.

Ultimately, this can lead to over-saturation, and your most valuable audience might actually be under-exposed. App overlap wastes your budget, and your campaign's potential.

HOUSEHOLDS SUBSCRIBING TO ONE OR MORE OF NETFLIX, AMAZON PRIME VIDEO AND DISNEY+ AND OVERLAPS BETWEEN THEM (MILLIONS)



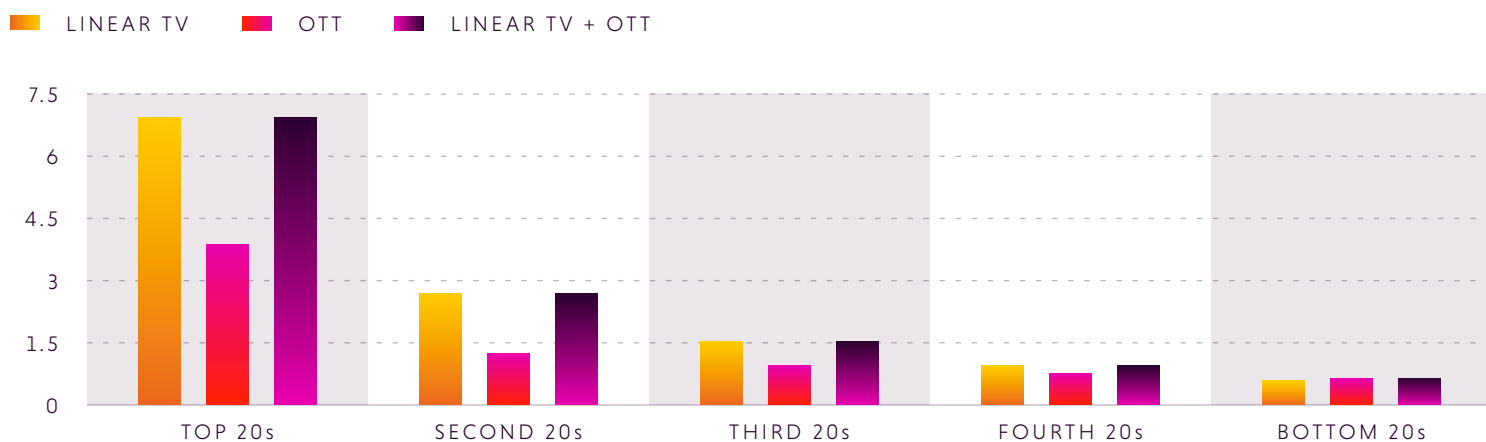
Source: BARB Establishment survey

TAKE A WINNING APPROACH

To achieve the right frequency balance and gain more reach, you need to:

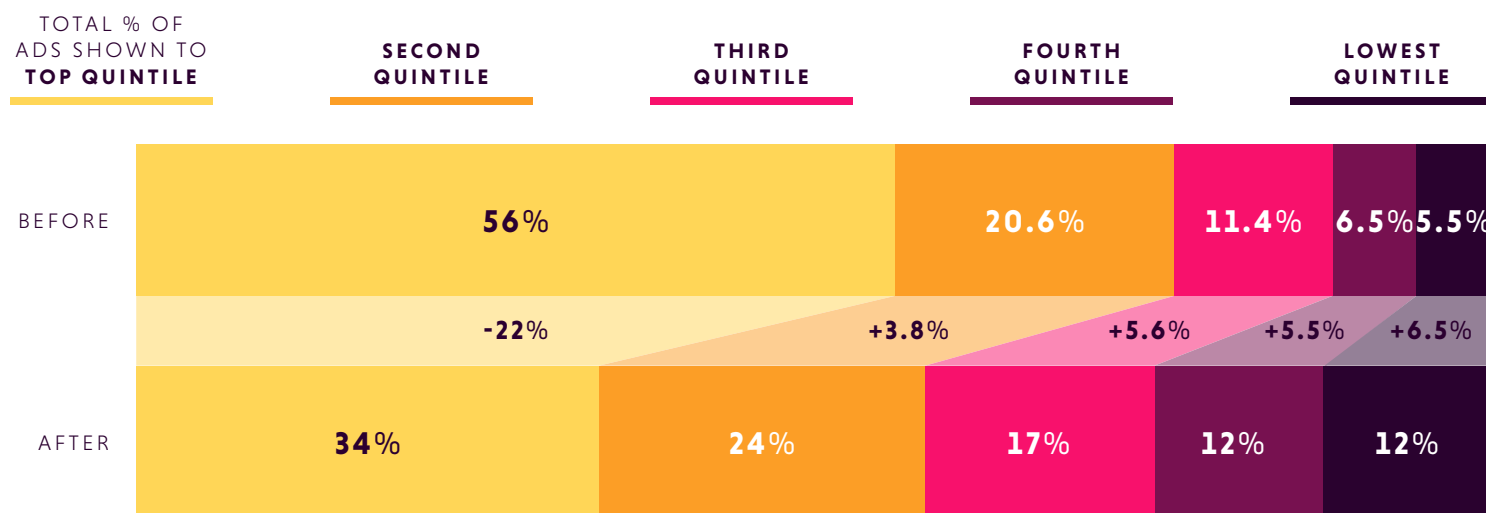
- **Minimise app overlap:** This will help to balance your frequency, and your budget.
- **Understand the detail:** When you split your audience into quintiles (as the graph displays), you'll be able to see how to smooth your frequency curve - focusing on the most under-exposed audiences.

DSP AVERAGE POST-IMPRESSION HOUSEHOLD OVERLAP



WE'RE PROVEN TO BE BETTER

For one of our clients, we increased reach to the most under-exposed households by **6.5%**, and we reduced the frequency of ads to over-exposed households by **22%**.



ACTIVATE YOUR WINNING MODE WITH MiQ

*“Managing reach across platforms is much easier with MiQ’s TV Intelligence platform. It gives media buyers a complete view of their audience across every touchpoint. By pinpointing over and under-exposed households, we deliver ads where they matter most. **Every pound will work harder for your brand, and your ad spend will go much further.**”*

MOE CHUGHTAI,
GLOBAL HEAD OF ADVANCED TV



How to achieve better operational efficiency



IT'S EASY TO END UP WITH AVERAGE

Typically, publishers only provide 15% to 20% transparency on TV campaigns. With so much fragmentation to navigate, it's no surprise that 23% of UK advertisers³ say inventory and placement transparency is a major challenge.

Demand-side platforms (DSPs) can skew towards their own inventory paths or supply partnerships, rather than client outcomes. There's also a huge 42% price difference between the cheapest and most expensive DSPs. And even once you pick the right DSP, there's the path your ads take to reach the viewer.

With complex carriage rights and intermediaries to also navigate, achieving the best supply path optimisation relies on proper allocation, deal negotiation and trader expertise.

TAKE A WINNING APPROACH

To achieve truly efficient campaigns that you can trust, you need to:

- **Gain app bundle transparency:** With a better understanding of the apps and shows your ads are running within, you'll get the best out of your campaign - and budget.
- **Use the right data:** Use supply data as well as DSP data to pick the best platforms, and optimise for the best supply path.

WE'RE PROVEN TO BE BETTER

We provide around **95% app bundle transparency**, which is **9% better than market average**. When it comes to intermediaries, our number of supply paths to a domain is just **1.7** (against the industry average of **59**), and only **8.11%** of media cost we run goes via intermediaries. We're also working to make our supply **100% direct only**, and we're helping platforms and publishers improve content signal transparency, mapping processes and reporting.

³ MiQ's 2023 Behind the Screens Report (UK)

ACTIVATE YOUR WINNING MODE WITH MiQ

*"When it comes to data, supply, platforms and partners, our expert trading team takes an agnostic approach. Our technology seamlessly connects an entire ecosystem, helping our traders to de-bundle untransparent deal IDs, make unbiased decisions and achieve the best supply path optimisation for your campaign. (Not the platforms' pockets.) Solving fragmentation, you'll achieve **unparalleled performance, true transparency and the best deals.**"*

ATUL SAURABH,
GLOBAL VP OF PRODUCT



5 reasons why we're leaders in Advanced TV

We don't have your average technology, data or expertise:

- 1** [MiQ's TV Intelligence](#) is **the industry's only complete view** of audience, campaign and competitor intelligence across linear, streaming and YouTube.
- 2** We have the world's **largest and most diverse TV data footprint** globally. This is powered by **6.4 trillion** video consumption signals, and Automated Content Recognition data from more than **1.6 million UK households**.
- 3** We have the broadest access to CTV supply, with access to 3 leading CTV exchanges, **280 feeds** and **765 billion** annual commercial impressions across **12 leading DSPs**.
- 4** Our proprietary technology seamlessly **connects an entire ecosystem of data, supply, platforms and partners**. It effortlessly crunches over **140,000** distinct TV viewership signals per household.
- 5** Our **award-winning Performance Engine** is powered by AI models that drive **greater efficiency, control and engagement**, leading to third-party verified marketing outcomes.

[Discover more about MiQ's Advanced TV solutions.](#)

