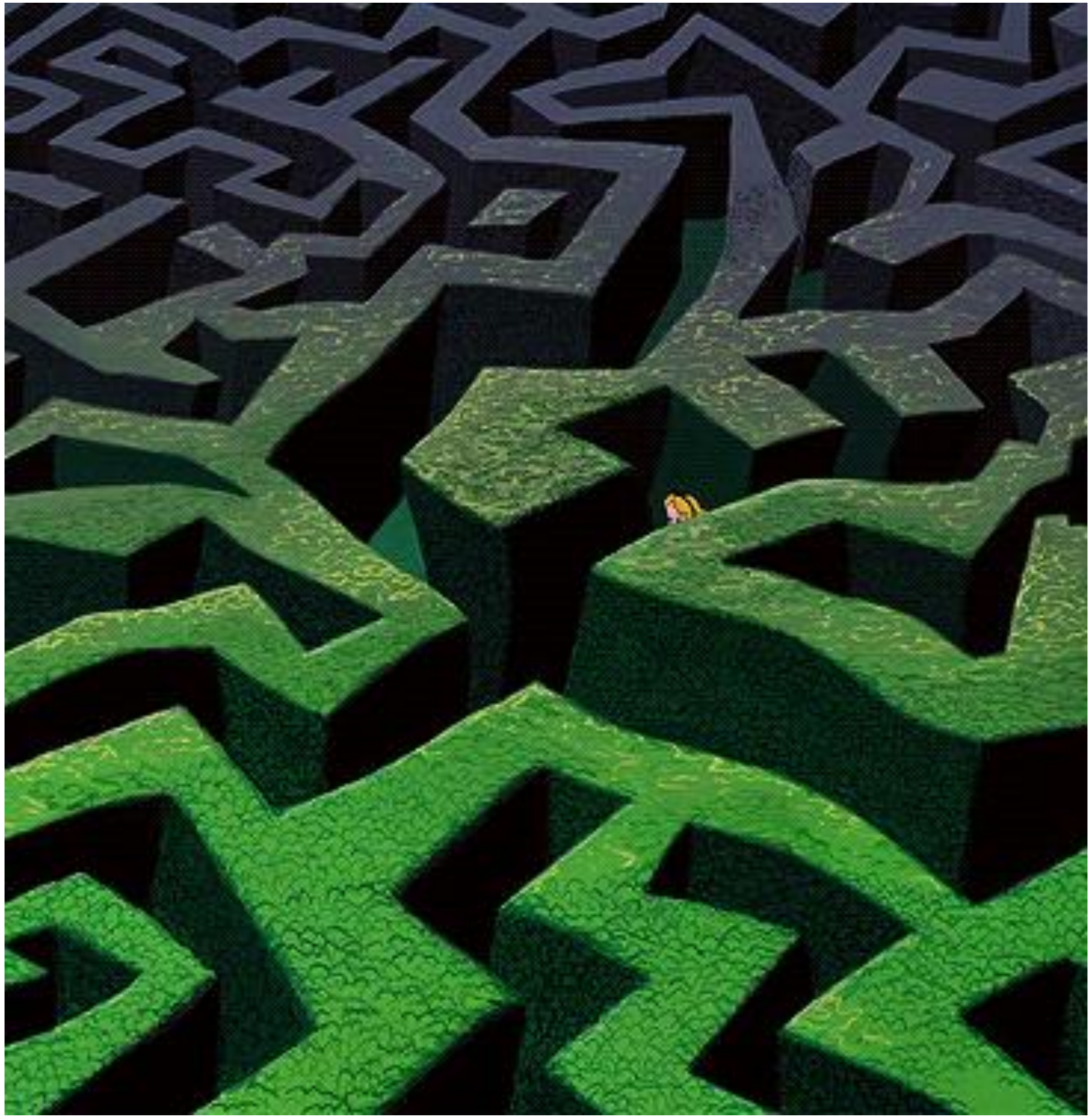
The CTV Maze: Finding the Way Forward

Jon Mew, CEO, IAB UK



CTV or TV+
Are they the same thing?

Historically, we have used Connected TV to refer to our members in the streaming/broadcasting space.

As we focus more on content and less on siloed channels, we are redefining the sector as TV+ to be more inclusive and future-facing.

TV+ refers to all quality video content delivered via digital means to your screen, which could be Netflix on your phone, or your favourite YouTube creator's latest vlog streamed on the TV.

”As soon as you put ‘connected’ in the name, it becomes different to TV & you get silos”

Richard Brant, Vevo

If you're still calling it CTV, you risk falling behind

TV needs to be redefined to encompass the full landscape of viewing across platforms & devices

Where are we at today?

TV+ includes subscription, broadcaster & ad-supported content services, delivered over various platforms

CTV Platform Examples

Tech Companies e.g.	TV Manufacturers e.g.	Traditional TV Platforms e.g.
• Roku • Google • Apple • Amazon	• Samsung • LG • Sony • Panasonic	• Sky • BT • Virgin Media

Content access via user interface

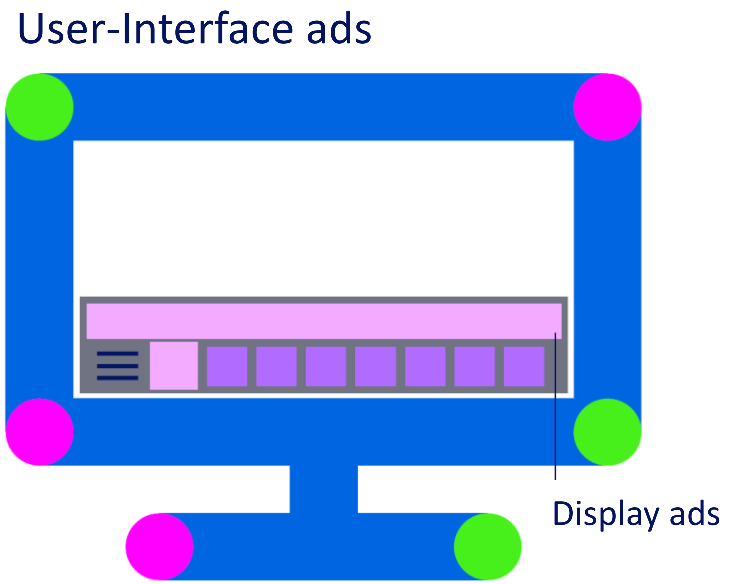
CTV often have their own content services e.g. Samsung TV+

Content Provider Type and Examples

- BVOD
- SVOD
- AVOD / FAST
- Video-Sharing
- Social Media

Take the big screen experience of TV & add the targeting, creative options & trading associated with digital

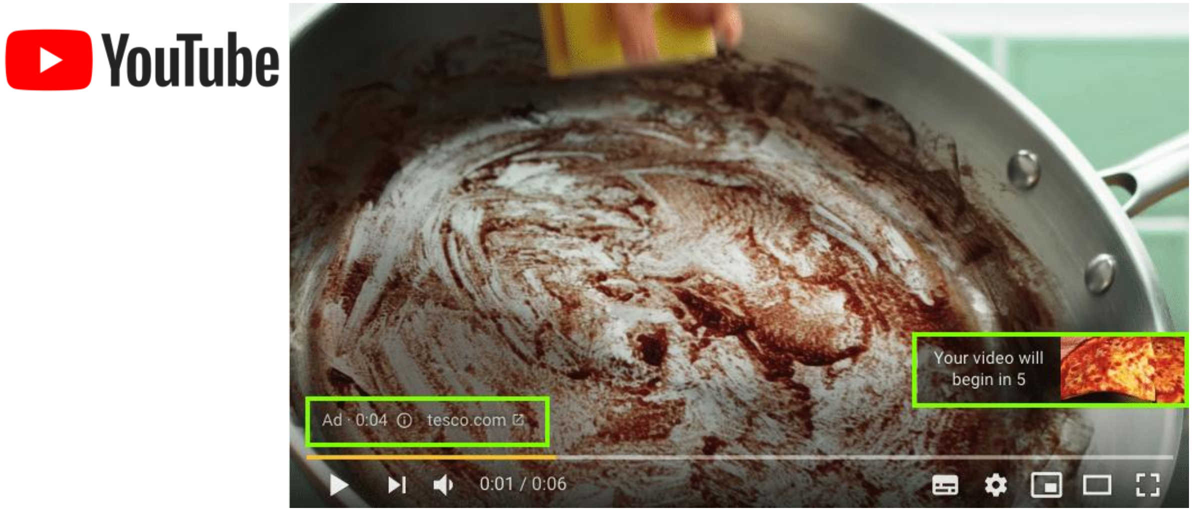
- **Targeting:** e.g., based on geo data, device type, day part, content/channel, and options for custom targeting
- **More creative options**: including personalisation, interactivity, and sequencing of ads over several creatives
- **Automated, data-driven trading**: programmatic buying options are available on some platforms



Examples of TV+ ad formats

Display ads in the user interface e.g., on home screen, in navigation panes, and on a screen saver.

Vide



What about ad spend?

Total UK ad spend in 2024...

The total digital ad market in 2024

£35.5bn

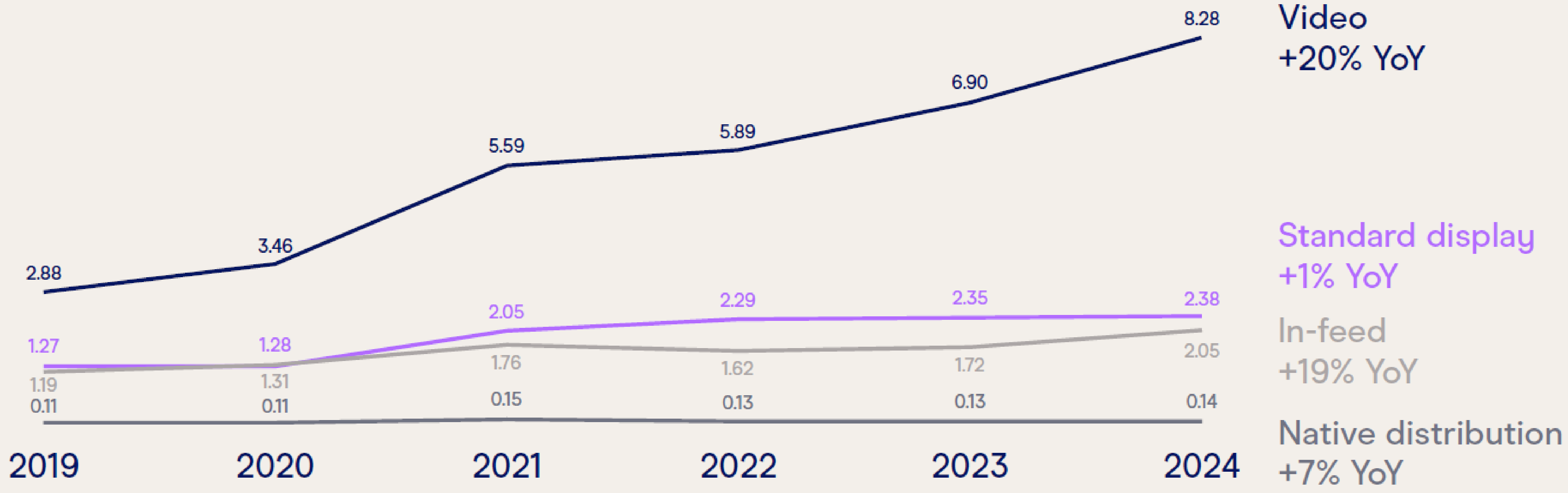
13% increase

An increase of £4.13bn year-on-year

iab. UK

Over the past 5 years, video's share of display spend has grown from 51% to 64%

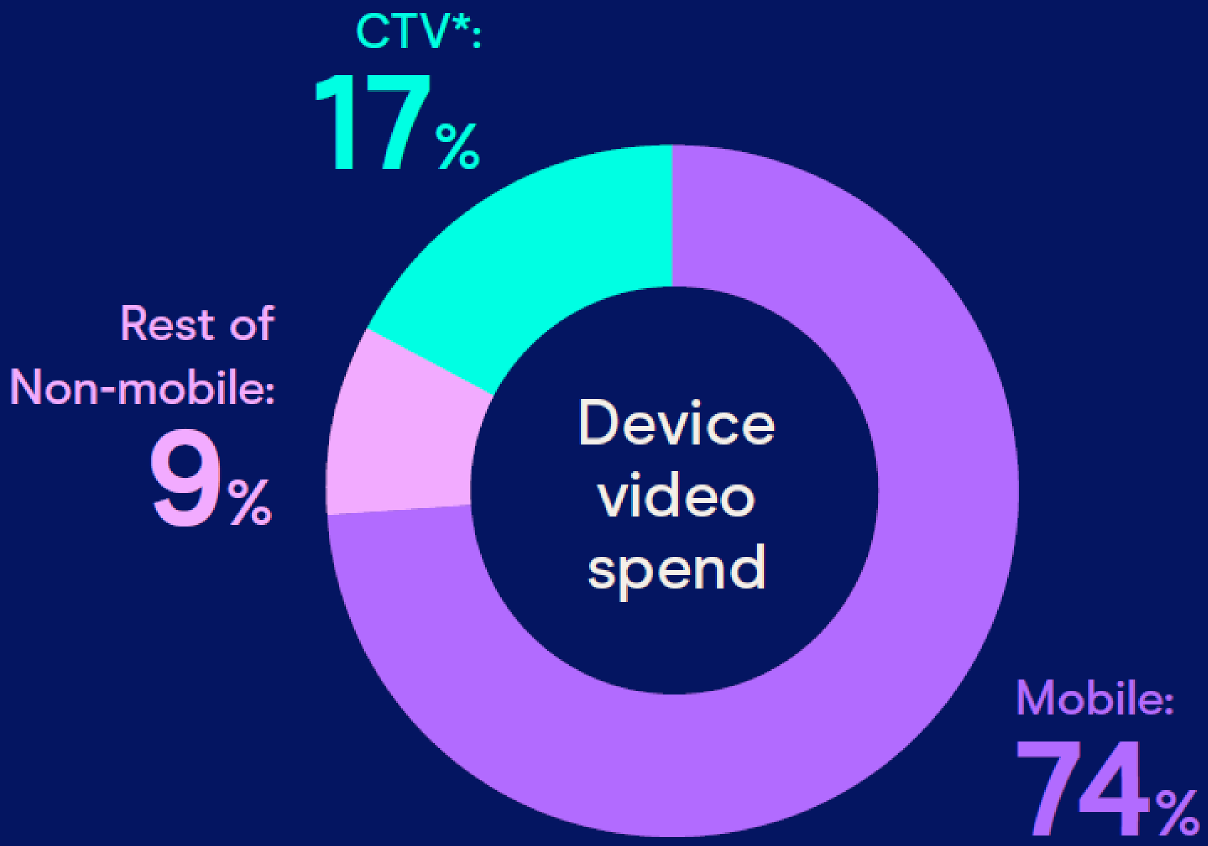
Display ad spend by sub-format (£bn)

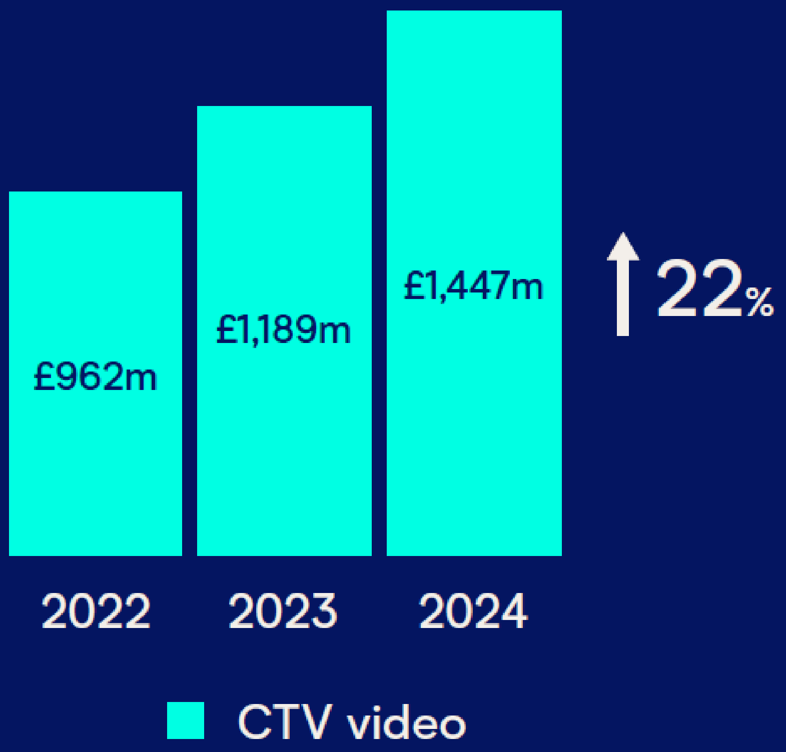


Source: IAB UK / MediaSense Digital Adspend Study 2024

Get all the detail from the Adspend Analyser tool at iabuk.com/analyse

CTV growth is nearly double the market average for a second year in a row





*CTV now defined as a device rather than a channel, see the glossary for more detail
Source: IAB UK / MediaSense Digital Adspend Study 2024

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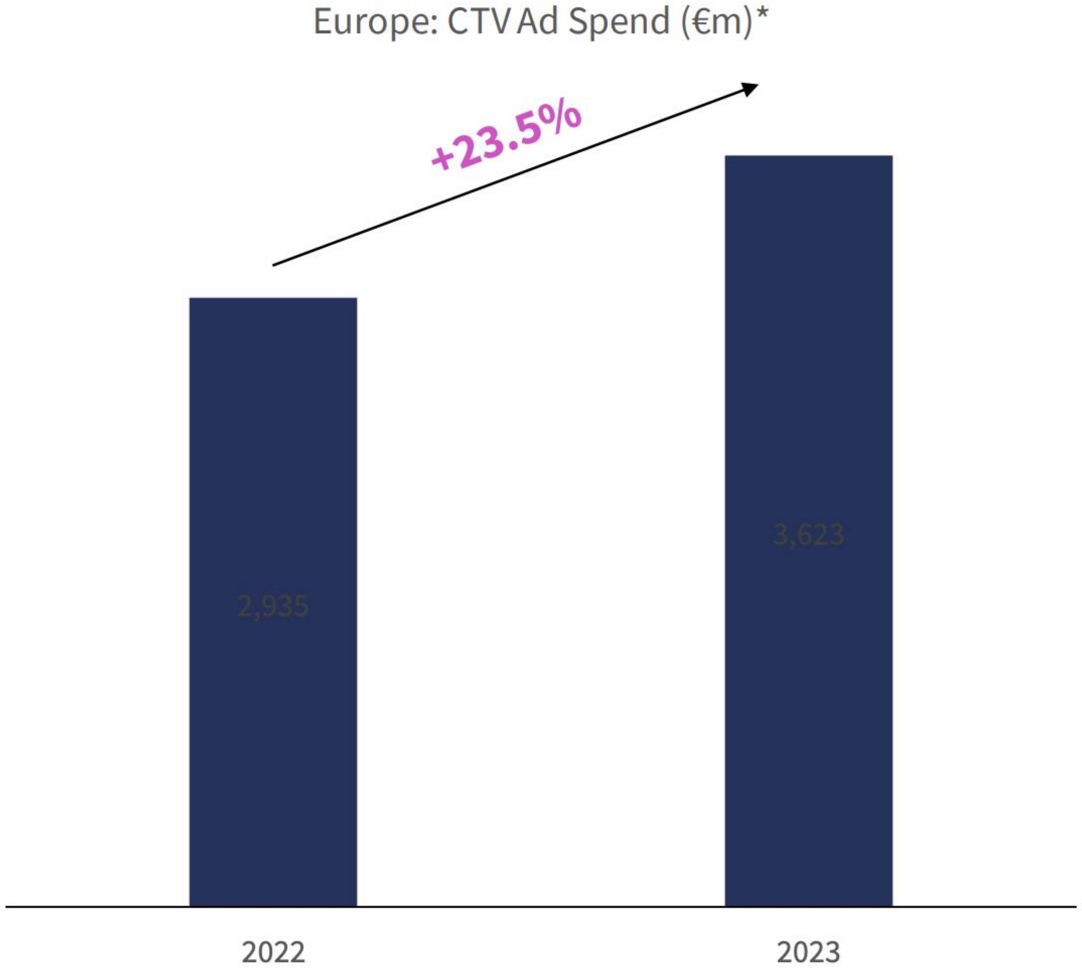
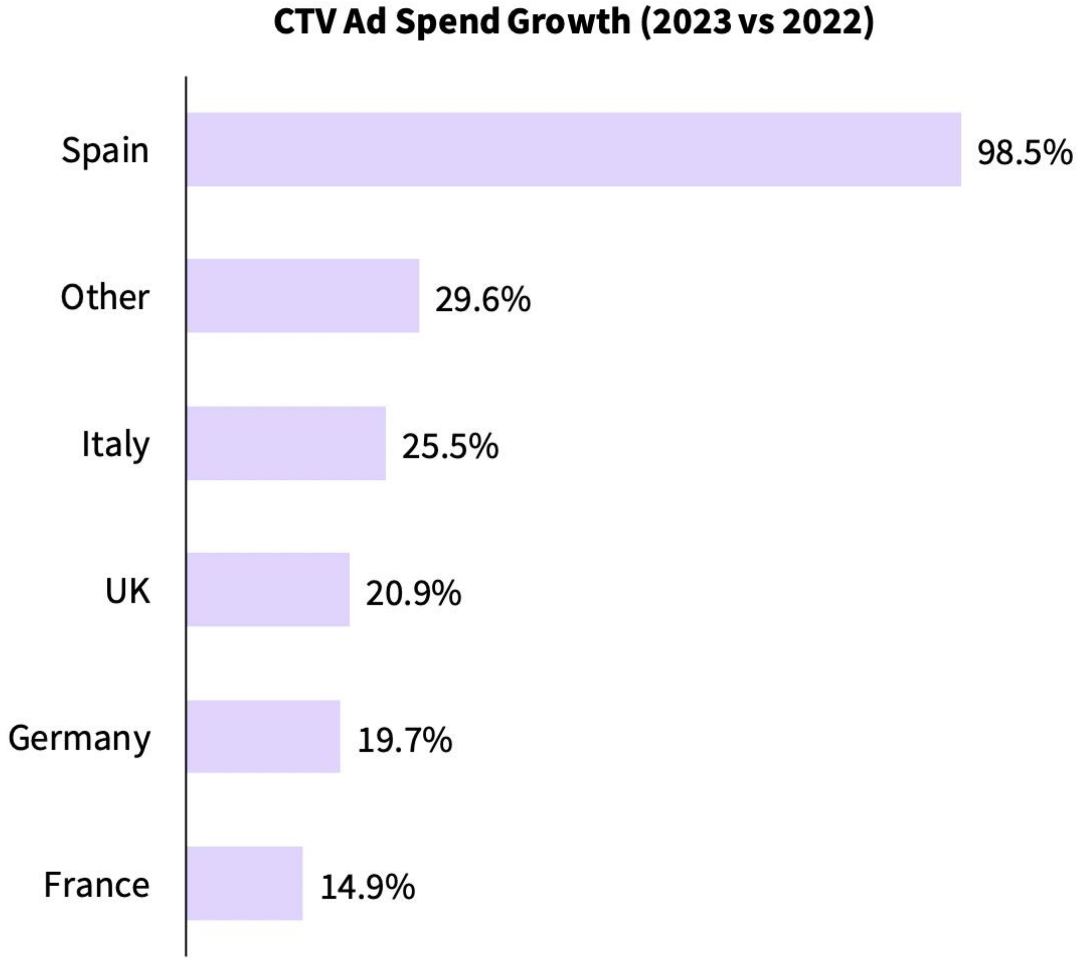
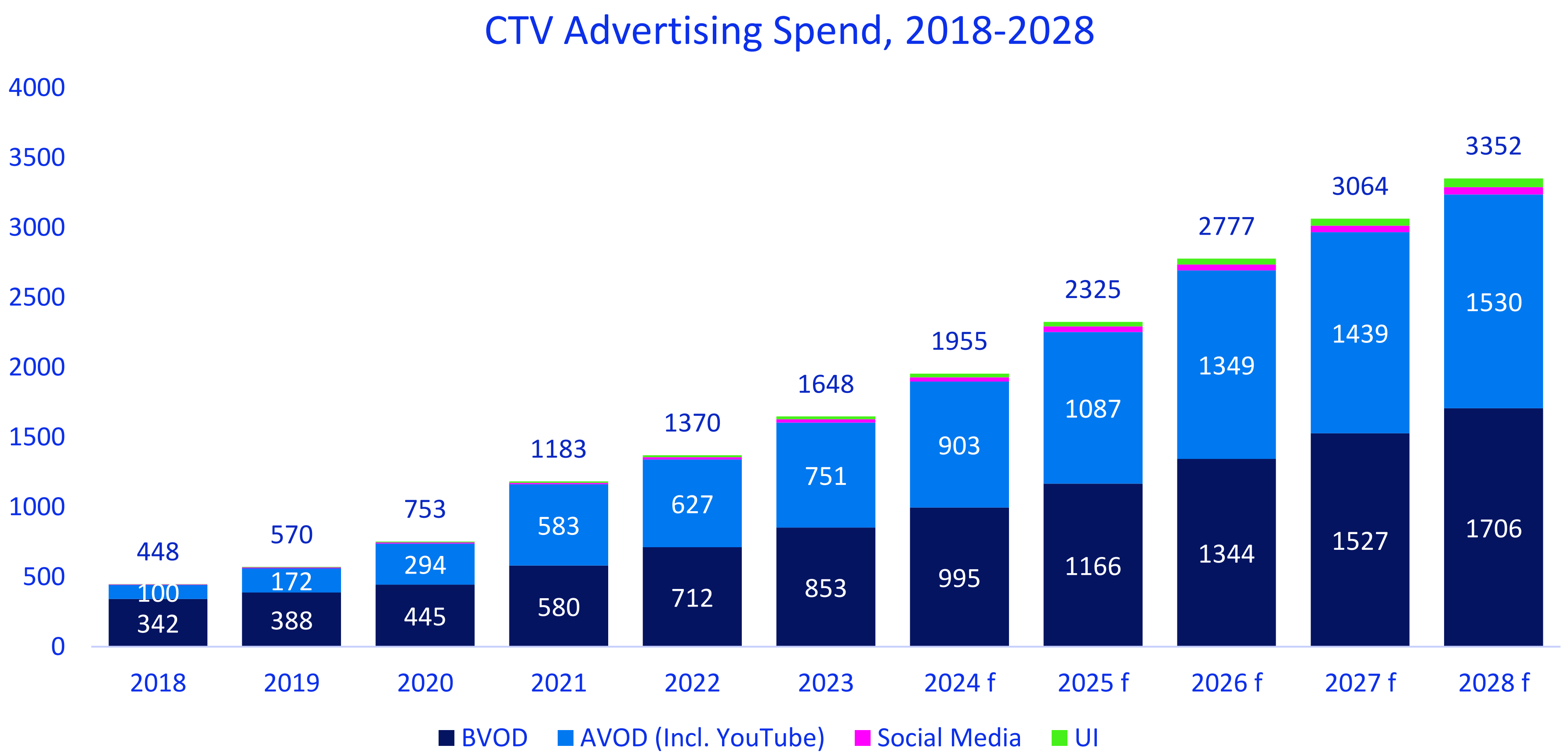
CTV (+23.5%) outperforms non-social video (+15.0%)



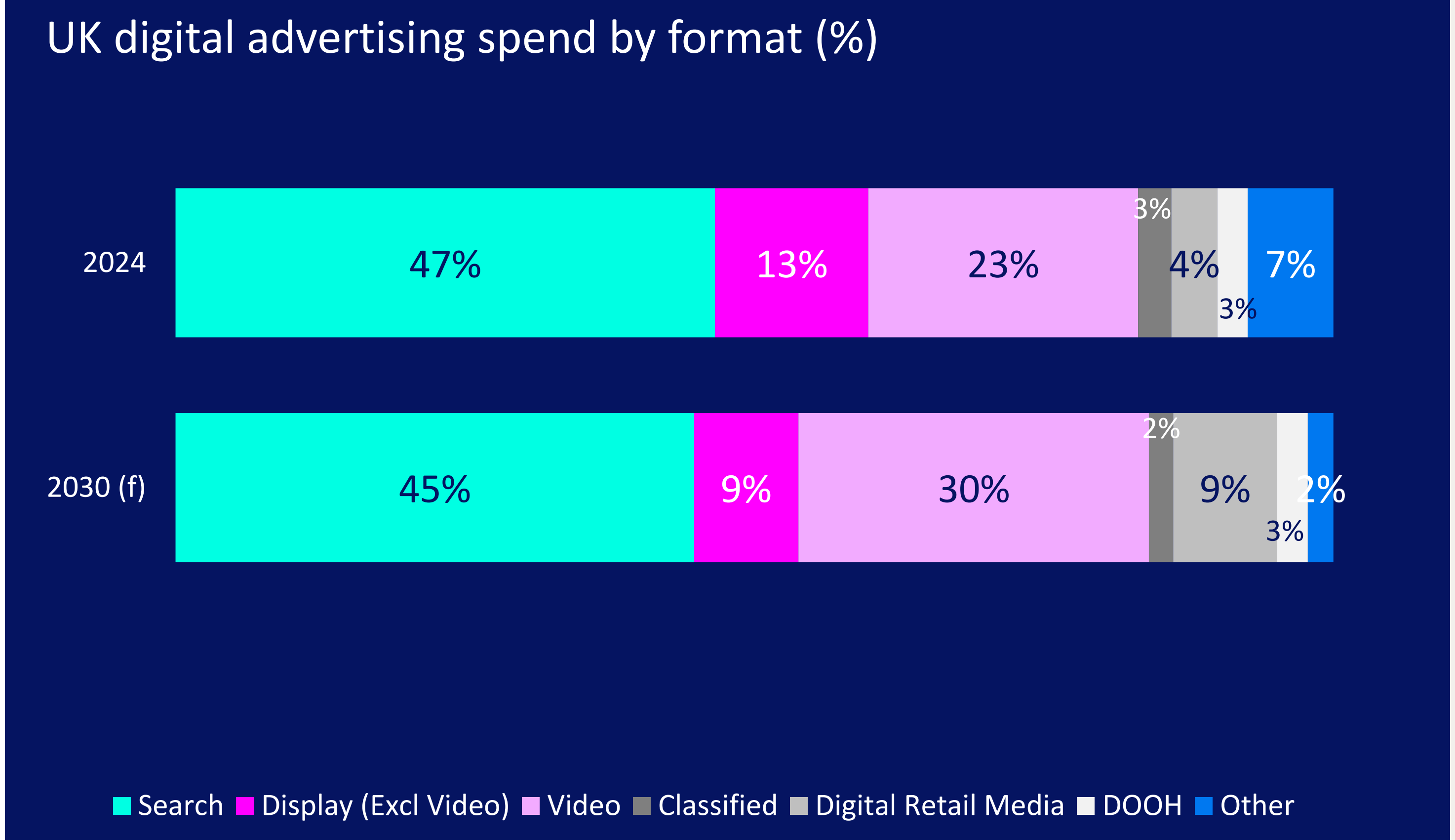


*submitted data from 6 IABs definitions not harmonised, extrapolated to total market

We forecast TV+ advertising to reach £3.35bn by 2028…



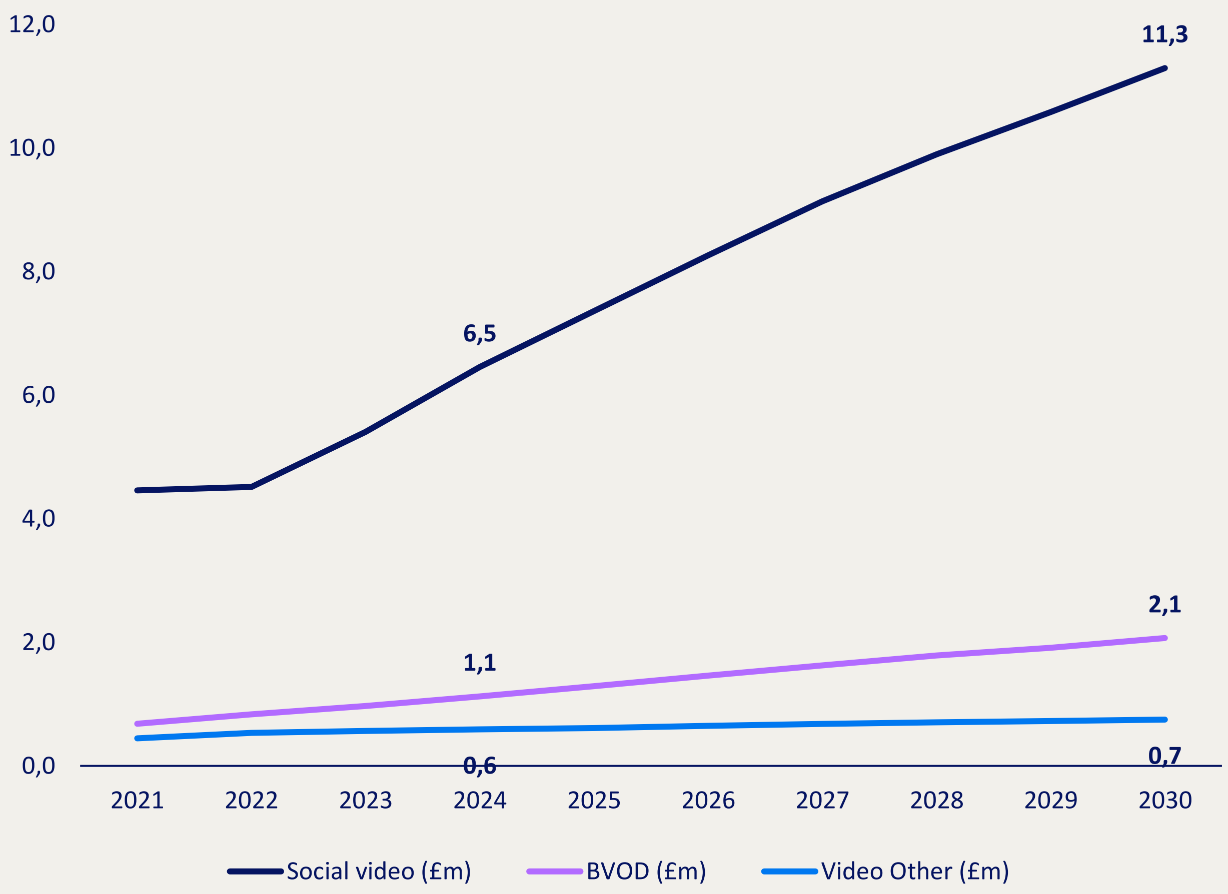
Sources: AA/Warc, IAB UK, Ofcom, GroupM, eMarketer, Dataaxis, Moffett Nathanson, Neilsen, IPA Touchpoints, MTM Analaysis



By 2030, investment in video display is expected to account for nearly a third of total digital ad spend

BVOD ad spend is expected to surpass £2bn by 2030

IAB UK Futurescape Barometer:
Video display ad spend to 2030 (£ bn)



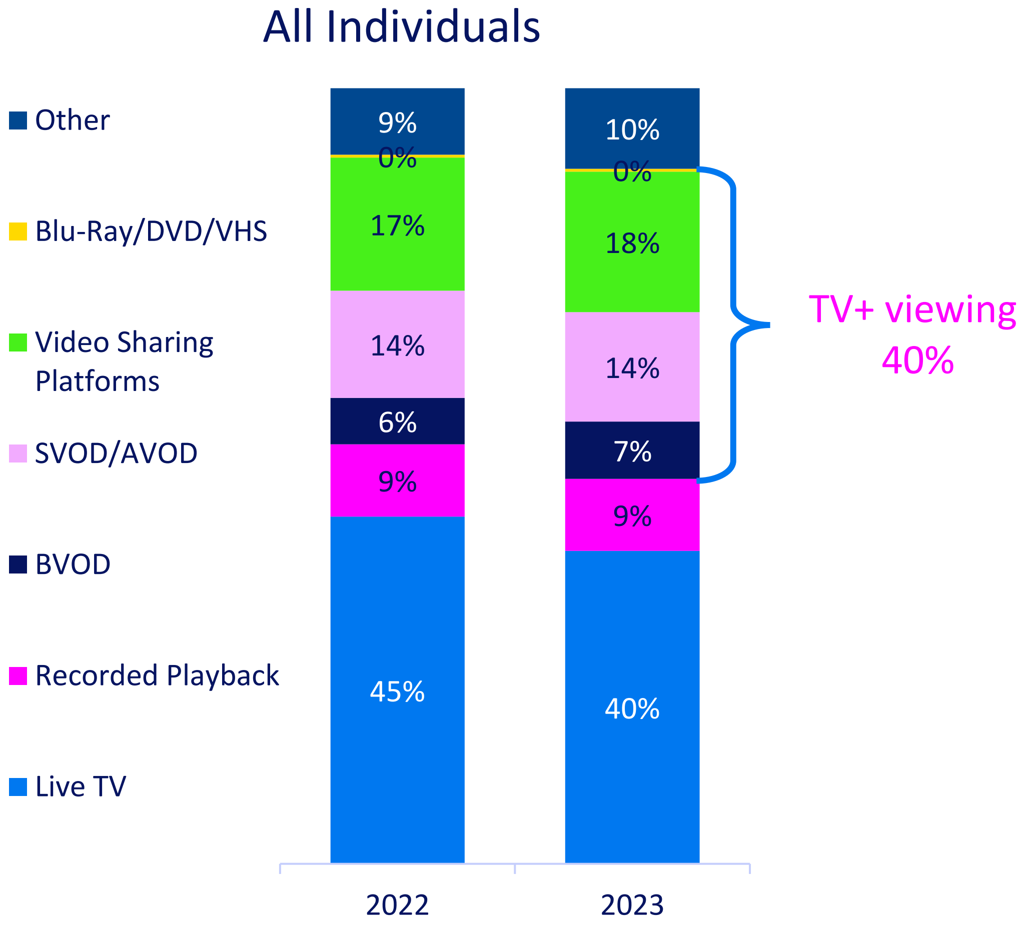
Source: IAB UK Futurescape Barometer drawing on Digital Adspend + forecasts via statistical modelling, 2025

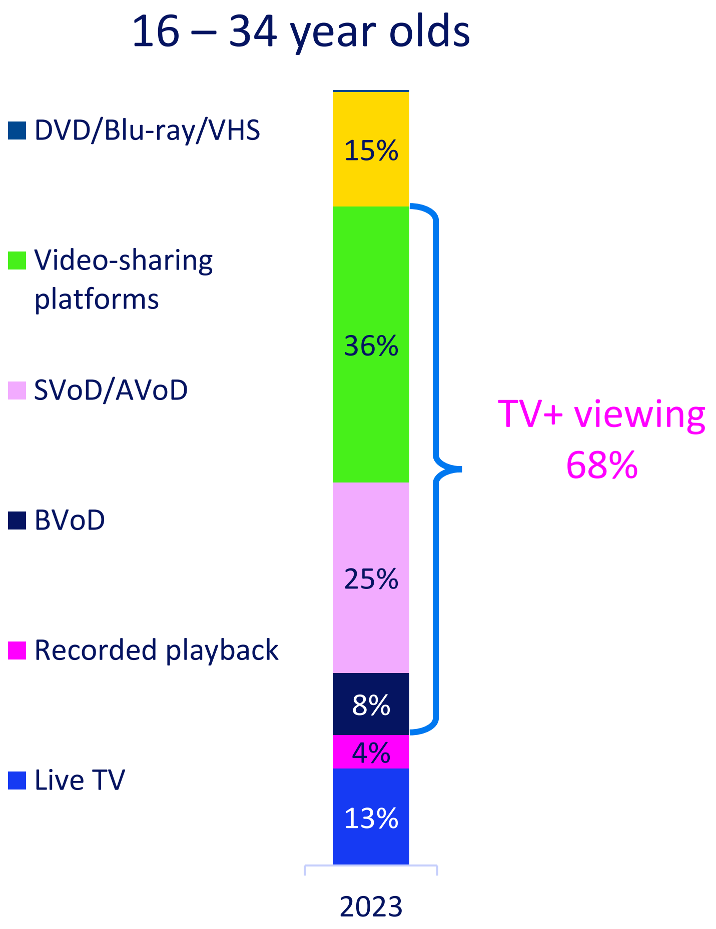
Video forecasts include IAB reported ad spend as currently categorised. Social video includes video sharing platforms, BVOD includes broadcaster video-on-demand services, and 'Video other' includes outstream, publisher video and AVOD

Current growth drivers

TV+ is an alternative to linear TV, particularly for brands looking to reach younger audiences…

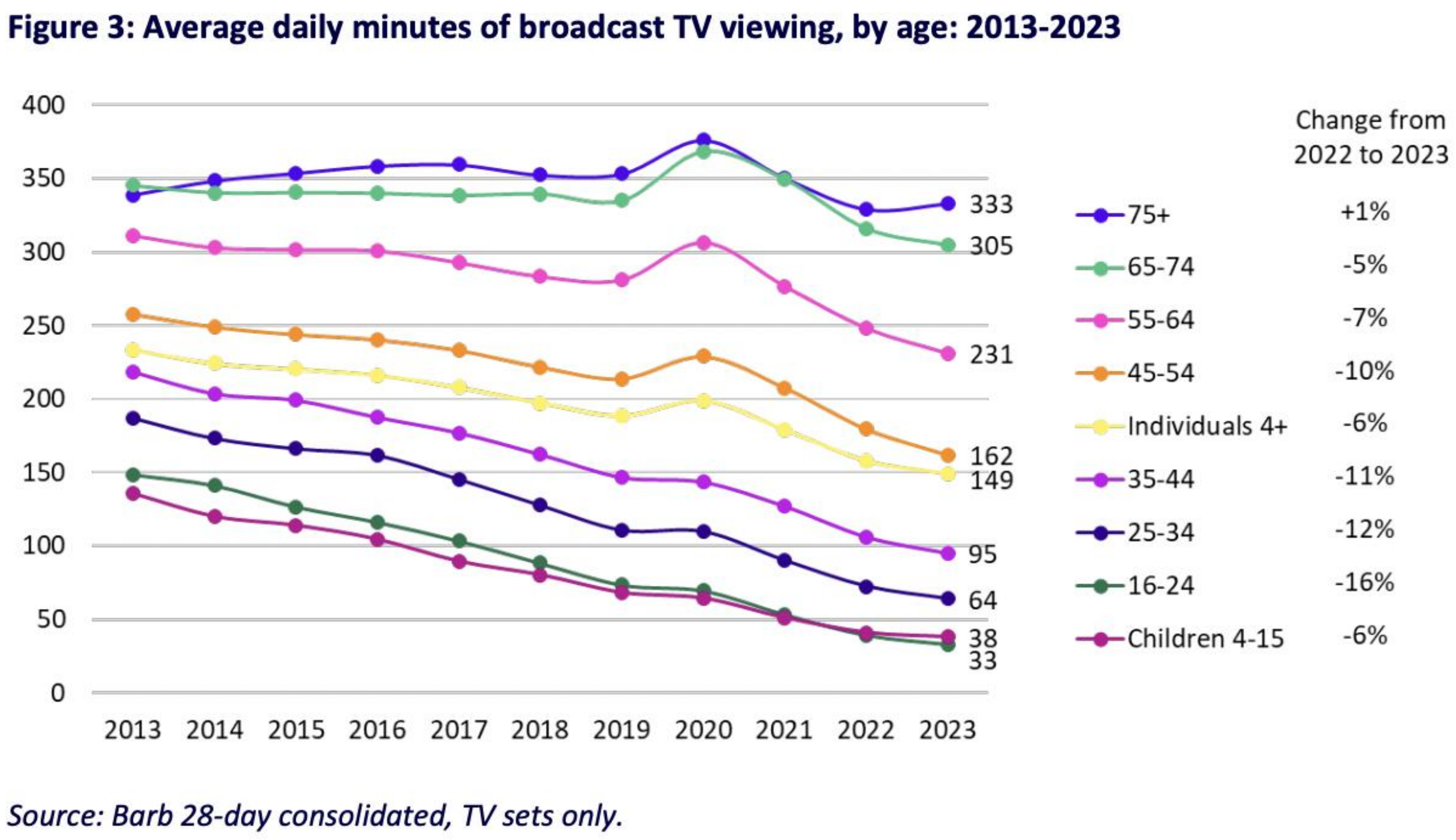
Non-linear TV share of viewing continues to rise, with a significant proportion via TV+





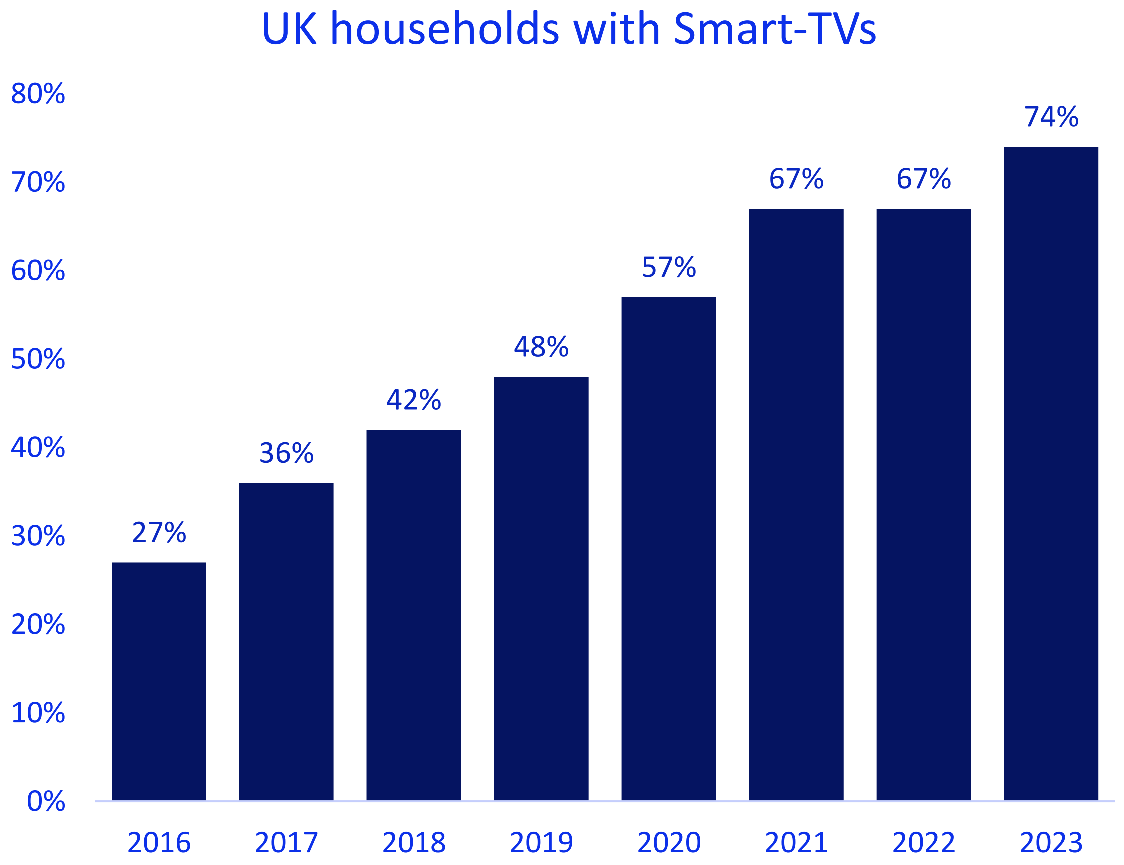
Source: Ofcom 'Media Nations' reports (2018-22), modelled by Ofcom based on BARB, Comscore and IPA TouchPoints data; MTM analysis

Barb data shows the decline of linear viewing across all age groups



Source: Barb data cited in Ofcom 'Media Nations 2024'

Around 3/4 of UK households have smart TVs, with viewing driven by device uptake & new, improved content services



Sources: AA/Warc, IAB UK, Ofcom, GroupM, eMarketer, Dataaxis, Moffett Nathanson, Neilsen, IPA Touchpoints, MTM Analaysis

TV+ offers incremental reach for TV advertisers and a big-screen experience for digital advertisers

For TV buyers

- **Incremental reach** beyond linear TV e.g. for TV-light audiences
- **Ability to target niche audiences** that would not be possible or would be prohibitively expensive to target on TV

Connected TV

For digital video buyers

- **TV environment** e.g., big screen, lean-back viewing, full screen ads
- **Accessible at lower incremental cost** to linear TV e.g. lower minimum spend

"AVOD services offer more flexibility and the ability to target more specific audiences that would be hard to get to or very expensive to target on linear TV or even BVOD."

Media agency, Executive Director for Digital

"Linear TV is still key for us but audiences are declining. We've used digital video, as one way to adapt and CTV is starting to emerge as another alternative."

Media agency, Client Leadership Director

But there are challenges we must navigate

What we're doing at IAB UK

- Shared standards
- Collaboration
- Education

Looking to the future

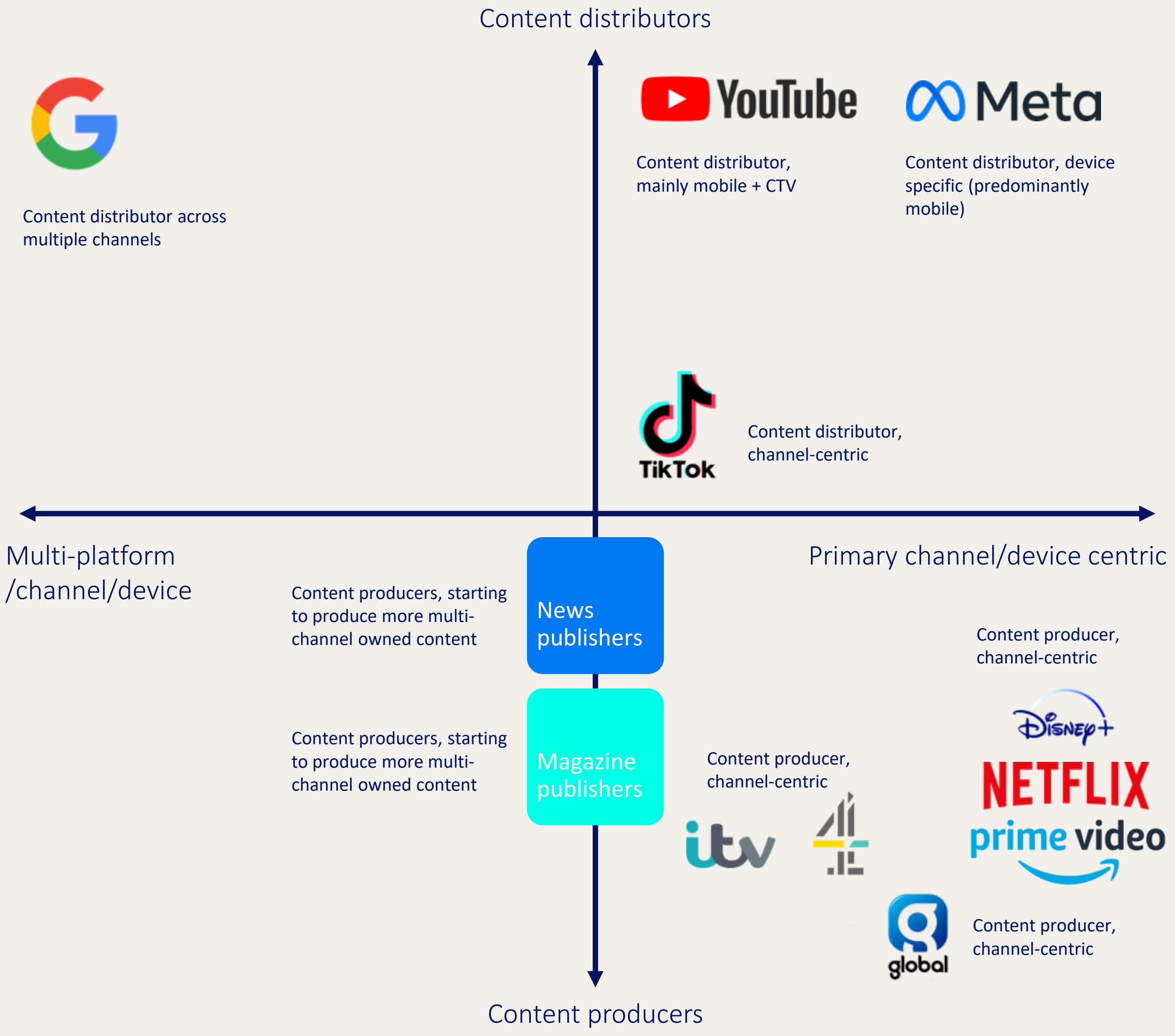
Linear TV will continue to decline, but TV ads will be supercharged by 2030

TV ads will become more interactive & accountable

Traditional boundaries between media will dissolve as content truly becomes king

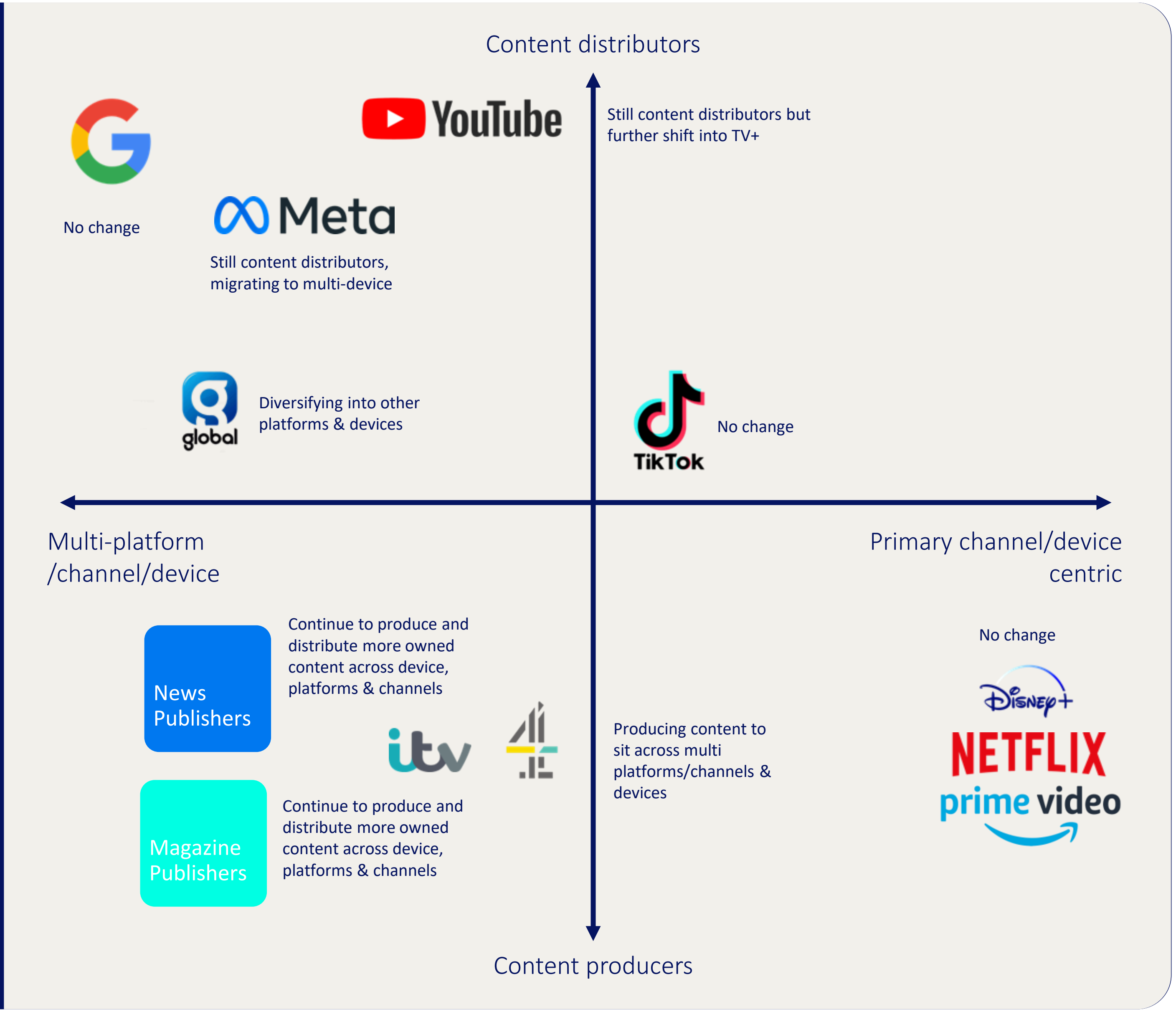
A new content-centric media landscape emerges:

Where we are in 2025



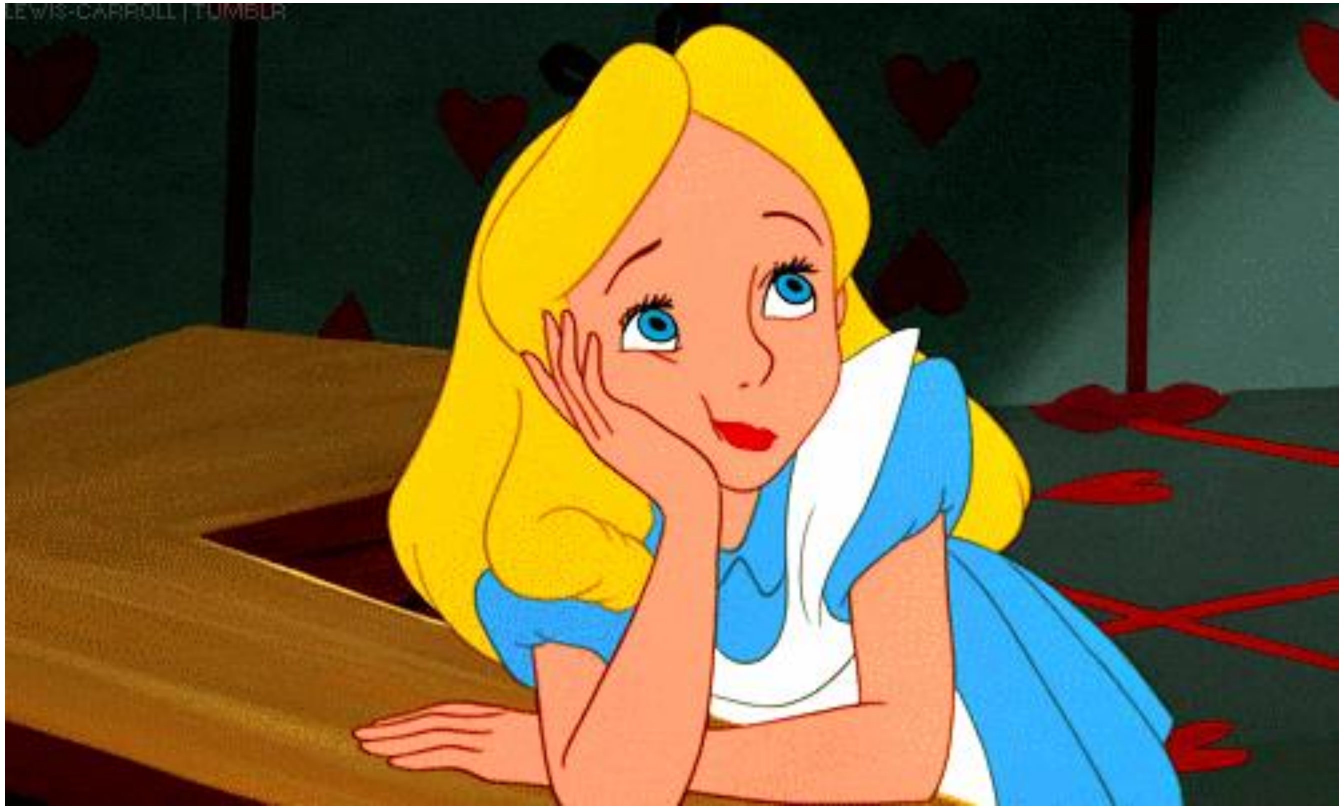
A new content-centric media landscape emerges:

Where we will be in 2030



Creators will become media brands in their own right – nurturing loyal followings to rival traditional media

… but what does it all mean for advertisers?



Steps to take today to embrace TV+

01 *Redefine TV*

02 *Avoid over-targeting*

03 *Plan with an audience-first mindset*

04 *Evolve measurement methodologies*

05 Pilot shoppable and interactive formats

06 Broaden the scope of briefs