

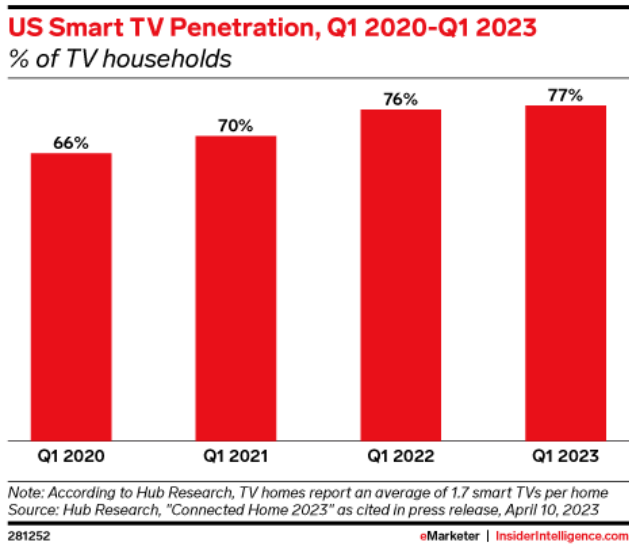
Broad smart TV ownership is a win for retail media

Article

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In the US, 77% of TV-owning households had a smart TV as of Q1 2023, according to Hub Research. Connected TVs, which include smart TVs, streaming sticks, and other devices, will be

used in 115.1 million households next year, more than double the number of traditional pay TV households, according to our forecast.



Beyond the chart: The widespread adoption of smart TVs creates an opportunity for a somewhat unexpected ad channel—retail media. Expect to see more partnerships like Roku’s tie-ups with **Instacart** and **Walmart**.

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Methodology: Data is from an April 2023 Hub Research report titled "Connected Home 2023" as cited in press release. A US Census-balanced sample of 5,026 US consumers ages 16-74 were surveyed online during February 2023. All interviews were conducted in English.