

How free-with-ads streaming platforms stack up

Article

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The Roku Channel takes first place in value among free ad-supported TV services. Among US users of these services, **84%** said it provides excellent or good value. The CBS app holds the No. 2 spot, cited by **80%**.

Free Ad-Supported TV Services That Provide Excellent/Good Value According to US TV Viewers, May 2022

% of respondents



Note: ages 14-74 who have used free ad-supported TV services and watch at least 1 hour of TV per week
Source: Hub Research, "TV Advertising: Fact vs. Fiction, Q2 2022," Aug 16, 2022

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Beyond the chart: The ad-supported tiers of subscription services are seen as even better value for money. Discovery+ leads the category, with **87%** of US ad-supported subscribers giving its plan an excellent or good value rating. Meanwhile, **84%** did so for **HBO Max With Ads**, and **81%** for **Paramount+ Essential**.

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Methodology: Data is from an August 2022 Hub Research report titled "TV Advertising: Fact vs. Fiction, Q2 2022." A US Census-balanced sample of 3,004 US teens and adults ages 14-74 were surveyed online during May 2022. All respondents watched at least one hour of TV per week.