

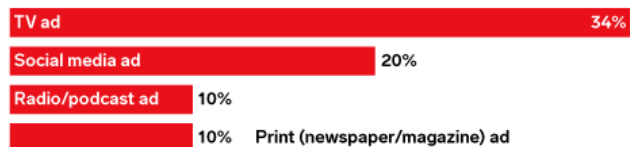
TV ads drive digital video discovery

Article

TV commercials are the ads that most commonly lead people to new streaming content. That was the case among US adults who watch both TV and digital video, in addition to using social media, per a June 2021 study by Conviva.

Leading Ad Sources Where US Internet Users* Discover New Streaming Video Content, June 2021

% of respondents



Note: ages 18+; *who use social media, watch digital video content online, and watch linear TV

Source: Conviva, "State of Streaming: Content Discovery 2021" conducted by Dynata, Sep 20, 2021

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eMarketer | InsiderIntelligence.com

This finding shows that while streaming video has replaced traditional TV for many viewers, the two formats can complement each other. This dynamic is bolstered by the numerous media conglomerates running house ads on their TV networks to promote their affiliated streaming products.

In H1 2021, streaming services ran **\$845.6 million** worth of TV ads, up from **\$572.5 million** in H1 2020, per iSpot.tv. Most of these ads ran on affiliated networks (e.g., **ABC** running ads for **Disney+**, and **Discovery Channel** running ads for **Discovery+**). Streamers clearly see value in promoting themselves via TV.

Read the full report.

Report by Ross Benes Dec 17, 2021

Q4 2021 Digital Video Trends

