

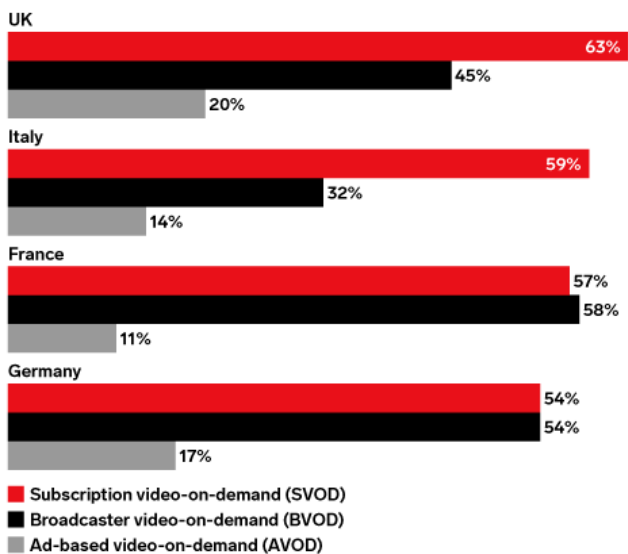
Around the World with ... Digital's disruption of video

Audio

On today's episode, we discuss how public service broadcasters can compete with the global streaming behemoths, how ad-free digital video options are disrupting things for marketers, and what the connected TV advertising landscape looks like. Join our analyst Bill Fisher as he hosts analysts Karin von Abrams and Paul Briggs.

Types of Video-on-Demand (VOD) Platforms Accessed by Connected TV (CTV) Users in Western Europe, by Country, March 2021

% of respondents in each group



Note: ages 15+
Source: FreeWheel, "Viewers Insights CTV-AVOD" conducted by Happydemics, April 27, 2021

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