

APRIL 2025

ADVANCED TV REPORT, UK

Tune in to **winning**

TV insights



MiQ

WEAREMIQ.COM

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Our winning formula for Advanced TV

Discover how to get on top of trends, and ahead of the game

Ready to activate your winning mode?

As viewership evolves and consumption habits change across generations, TV means so much more. It's become so advanced that MiQ refers to it as 'Advanced TV'.

TV has become satellite, streaming, and YouTube for younger generations. It's everywhere the audience is. So for marketers, the challenge isn't whether to invest in TV - it's how to fully harness its potential and win against your competition.

MiQ partnered with Censuswide to survey **1000** consumers and **200** advertisers across UK brands and agencies. Bringing valuable insights together, we look at viewer habits and advertiser attitudes. Plus, you'll discover the winning strategies to supercharge your streaming performance, overcome fragmentation and achieve incremental reach and ROI. It's time to win the latest season of TV.

ABOUT THE DATA

MiQ has access to over **765 billion** annual impressions/commercials and more than **140k** distinct TV viewership signals per household, resulting in **6.4 trillion** TV content consumption signals. Additionally, MiQ has access to over **102 billion** annual consumer purchase signals and consumer survey insights from GWI, representing over **3 billion** internet users across **54 markets**.

MiQ Sigma is AI-powered advertising technology that connects all MiQ data to deliver unique insights.



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Switching on

Before we dive into more detail, let's look at the wider TV picture.



In 2024, CTV exploded as more ad-supported streaming services came to the fore. This wealth of ad-supported content is doing a great job of attracting eyeballs, pushing advertisers to pivot quickly. In 2025, the trend is gathering even more momentum. So there's a huge opportunity for advertisers to make the most of CTV and YouTube, and dial up success.

It's safe to say that Brits love to watch the big screen. **80%** of viewers say that TV is their favourite way to consume video content, with mobile coming in second place at **53%**. And when it comes to the amount of time spent watching TV, viewers are typically glued for **3.8 hours a day**. In comparison, mobile comes in at **2.8 hours**.

From Sunderland down to Southampton, streaming has become standard. Since 2023, those who only watch linear TV has declined from **25% to 22%**, and **78%** of viewers now include streaming in their content consumption, reinforcing why advertisers need a hybrid approach to planning TV.



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Tuning in to viewers

Find out consumer behaviours, habits and preferences



Find out where the most valuable eyeballs are, how to meet them, and how to supercharge your success.

Viewers value variety

With more and more streaming subscriptions for viewers to pick from, the competition has never been hotter. Viewers say that **content variety is their top consideration (54%)** when choosing a platform. This is closely followed by **pricing/discounts (40%)**, with **exclusive content coming third (35%)**. On average, viewers spend around **£24.50 a month** to access streaming services and **43%** have between **3 - 4 subscriptions**.

Ad-supported content is becoming popular

Globally, ad-supported content is becoming more popular and viewers are more accepting. It's no different in the UK. **48%** are now considering ad-supported platforms, up 15% from 2023. And **25%** say they would opt for a mixture of ad-free and ad-supported for a subscription discount.

Second screening is becoming second nature

55% of UK viewers use a second screen while watching content on TV. Within that segment, **58%** choose their phones for second-screening. **44%** message friends and check emails, **43%** scroll their social media feeds, and **34%** look up info related to what they're watching. These stats largely reflect global second screening tendencies.

From watching, to browsing, to buying

Whether viewers like them or loathe them, ads are influential. **36%** of viewers say that ads can influence them to switch brands, and **50%** do engage with ads while watching content. Most make a note of the brand name, but **18%** do take an instant action. After initially seeing a brand ad on TV or YouTube, **31%** of people who then see an ad on social media are more likely to purchase. It proves just how important cross-channel capability is.

Creative drives more 'cha-ching'

So what kind of ads make the biggest difference? **32%** of viewers say they are most likely to engage with video ads with compelling storytelling. Ads that seamlessly integrate with content (e.g. product placements, sponsored segments) garner attention from **28%** of viewers, and **27%** respond to personalised or targeted ads based on their interests.

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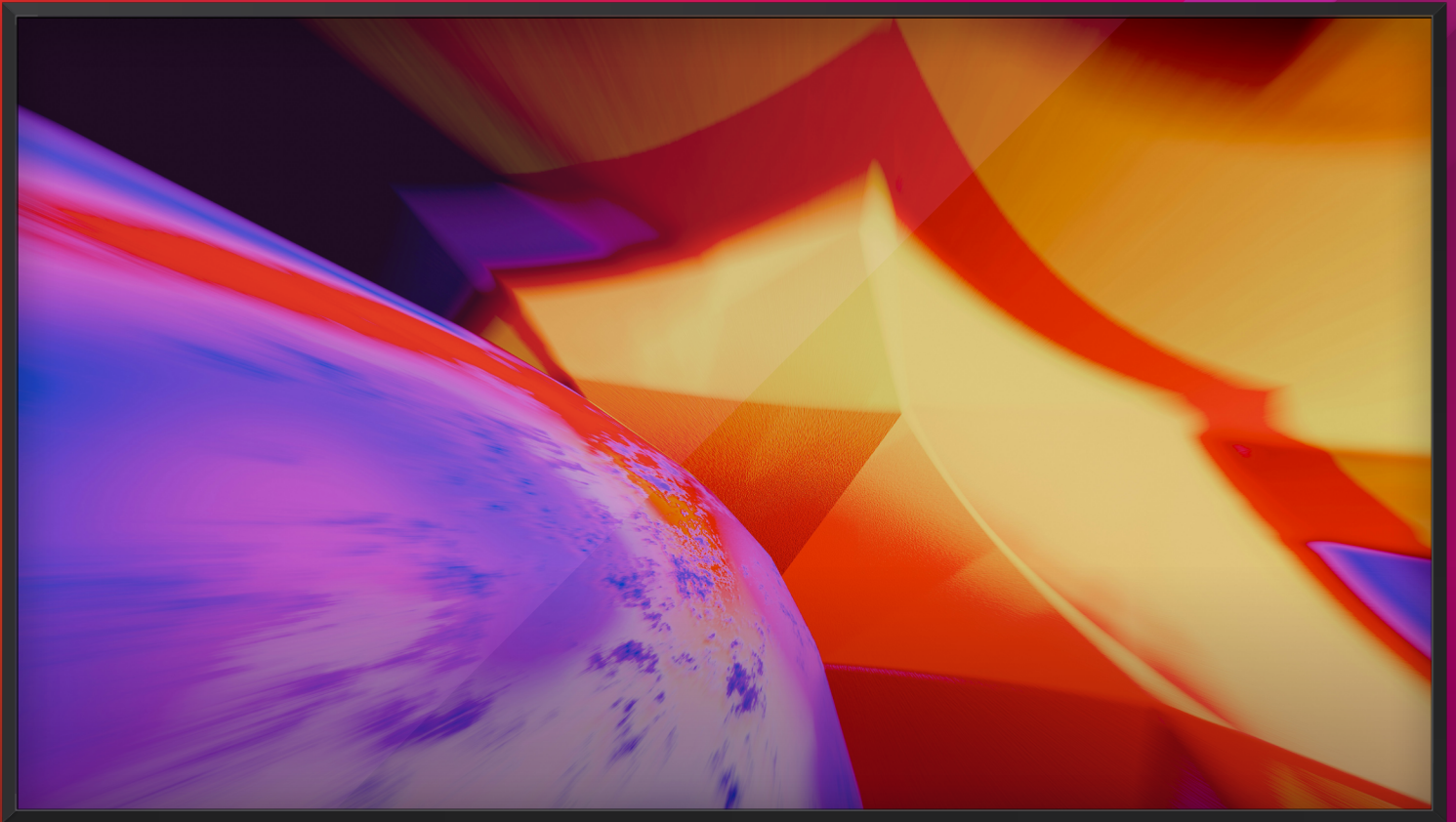
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Tuning in to advertisers

Are advertisers and viewers on the same wavelength?



Let's see advertiser priorities, and how that's impacting everything from spend, to channel selection.

Splashing the cash on YouTube and CTV

75% of advertisers are planning to increase their marketing budgets over the next year. Out of those budgets, **64%** will increase their ad spend on YouTube, and **44%** will increase budgets for CTV. For both YouTube and CTV, achieving performance is a key concern. In fact, **setting performance goals** is ranked as the biggest challenge (25%) when planning or executing a campaign.

Advertisers love to measure

So why do advertisers love to activate on YouTube and/or CTV? **28%** of advertisers love being able to measure performance with clear reporting, and having visibility into analytics. Creative support takes **27%** of the votes, and shoppable ads make up **26%**. When it comes to measuring success, advertisers mostly care about **reach/frequency to the intended target audience (40%)**, online and offline attribution (39%) and brand lift (36%).

Banner ads are out, shoppable ads are in

Advertisers say that eye-catching creative has the biggest impact on advertising performance. And with more viewers turning into consumers, more advertisers are exploring different creative formats. **86%** are already using shoppable ads in their campaigns, breaking down into QR codes (32%) interactive ads (32%) and shoppable video ads (28%).

The rise of retail media

CTV has a huge influence on retail media. So as CTV ad spend grows, so does the strength of retail media. In the UK, **79%** of advertisers are now familiar with Retail Media Networks (RMNs), and already use them in their campaigns. Looking ahead, **82%** will continue using RMNs in upcoming campaigns, and **93%** are also likely to incorporate commerce data.

The appeal of managed service providers

Why do **41.5%** of advertisers use managed services when buying, managing and executing campaigns across CTV platforms and YouTube? **34%** say the biggest reason is having a single access point for all buying. Just behind this, **33%** value having access to specialised services, and another **33%** like having access to unique data inventory.

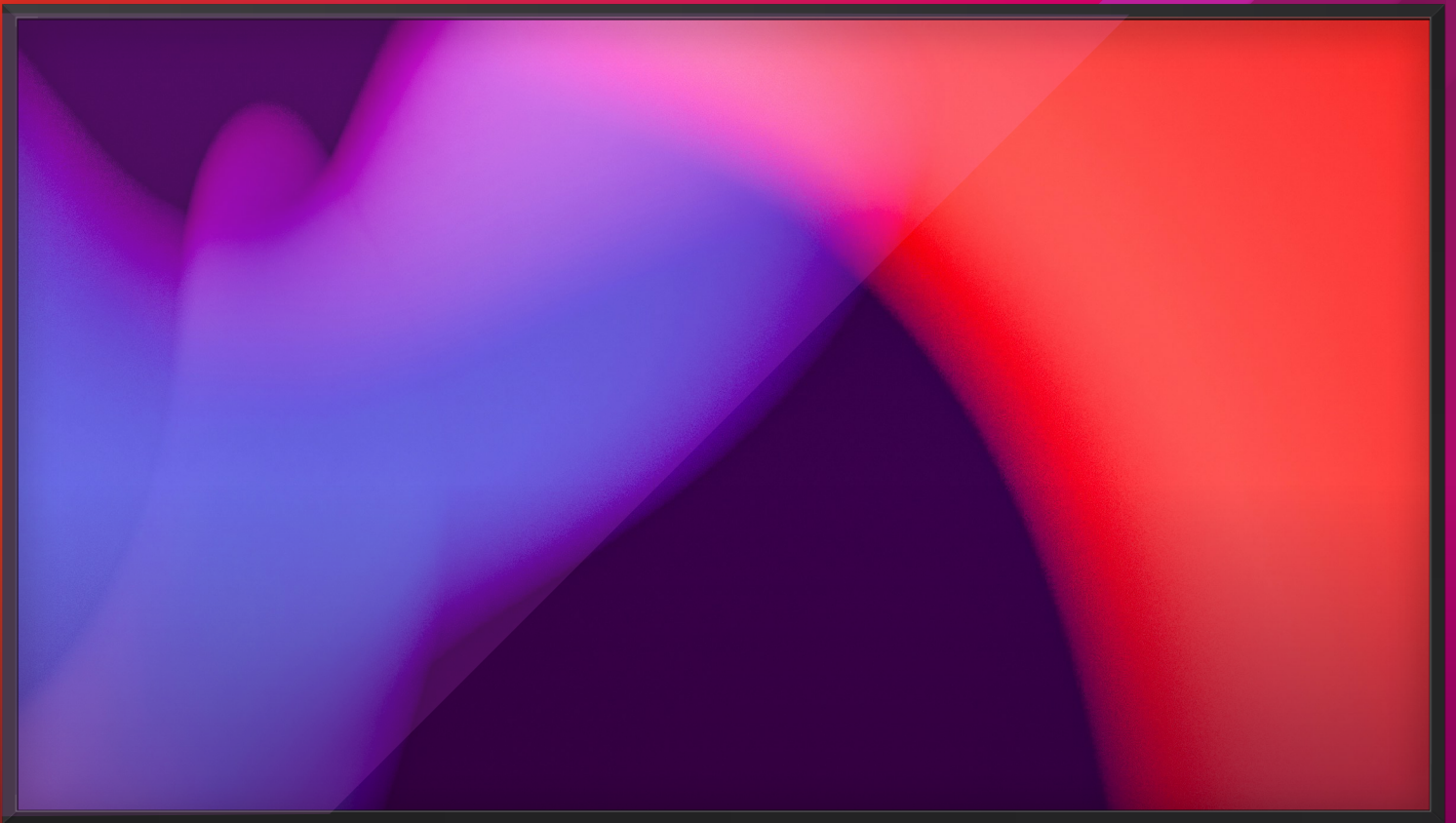
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Our winning formula for Advanced TV



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Unlock success with agnostic access

It's tricky to navigate a maze of audiences, platforms, and channels, especially when data is siloed, identifiers are limited and preferred partnerships put up walls. So what's the secret?

Marketers need to take a fully agnostic approach, connecting the entire ecosystem of partners, data and supply. By avoiding costly tech contracts and DSP partnerships, marketers get more value for money. And it becomes easier to create omni-channel campaigns that win at incremental reach, performance, and ROI.



2

Get creative with ad-supported content

The rising popularity of ad-supported content goes hand-in-hand with the powerful influence of creative. It gives marketers a huge opportunity, but only if they get crafty with formats and placement.

While shoppable ads work best for some channels (like CTV and YouTube), creative enhancements perform better on others (think QR codes and dynamic content). It takes a full suite of skills to win at creative, so marketers should consider working with specialist managed service providers to ensure success.



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Bring YouTube to the big screen

Ignoring the potential of YouTube is a bit like ignoring a fire alarm: it's dangerous. Boasting exploding viewership, it's become a no-brainer for marketers to include YouTube in their video campaigns. And with 80% of all Brits now favouring the big screen, it makes sense to bring the two together.

To make sure the right audience interacts with YouTube in the right way, marketers need to first harmonise their data. Once again, the devil comes down to the data.

Real outcomes that are far from average

Find out how MiQ boosted a brand's share of voice by 57% in low-performing areas, drove an uplift in awareness, and improved value perception - all through smart use of real-time TV data, targeted CTV and YouTube activation.

FIND OUT MORE

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