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ADVANCED TV REPORT, AUSTRALIA

Tune in to **winning**

TV insights



MiQ

WEAREMIQ.COM

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Ready to activate your winning mode?

As viewership evolves and consumption habits change across generations, video isn't just on TV. Video is across CTV, YouTube, TikTok, reels, and even audio streaming services. And it's also become influential in inspiring transactions - and driving them. So for marketers, the big question isn't whether to adopt Advanced TV strategies, it's 'how?'.

MiQ partnered with Censuswide to survey **1000** consumers and **100** advertisers across Australian 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**.



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Switching on

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



Firstly, it's safe to say that Australians love to watch the big screen.

83% of viewers say that TV is their favourite way to consume video content, with mobile coming in second place at **49%**.

Like the rest of the world, streaming has become standard in Australia. From those we surveyed, the amount of people watching both linear and streaming has risen from **39%** in 2023 to **46%**. With pure linear viewership dropping dramatically from **32%** in 2023 to just 20%, advertisers are reflecting this shift, and **42%** say they will move away from linear TV.



87%

of Australian viewers say
that TV is their favourite way
to consume video content



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Tuning in to viewers

What makes your audience widen their eyes, rather than roll them?
In this section, we outline viewer behaviours, habits and preferences.



Ad-supported content is tipping the scales

Globally, ad-supported content is becoming more popular and viewers are more accepting. And it's no different in Australia. A huge **68%** of people are now considering ad-supported platforms. And as everyone continues to feel the pinch, **32%** would be willing to watch **between 5 - 10 ads** in exchange for a subscription discount.

Brand loyalty is wavering

While **22%** of Australians say they have a preferred brand, **32%** prefer to shop around for the best deal. **18%** are influenced by proximity and convenience factors, and **15%** would happily switch brands based on promotions or special offers. When it comes to ads, **39%** of the country say they engage with them while watching content.

From watching, to browsing, to buying

34% of viewers say that their purchasing decision is most influenced by ads showing limited-time offers or discounts. Alongside this, **personalised or targeted ads** also play a big role (33%), along with video ads that tell a compelling story (29%). This largely mirrors the types of formats people are most likely to engage with. Interestingly, nearly a quarter of viewers also engage with ads that seamlessly integrate with the content.

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 (56%)** when choosing a platform. This is closely followed by pricing/discounts (46%), and then exclusive content (35%).

Second screening is becoming second nature

64% of global viewers use a second screen while watching content on TV. In Australia, this is **49%**. Within that segment, **56%** choose their phones for second-screening. **50%** scroll their social media feeds, **44%** check their emails, and **46%** message friends.

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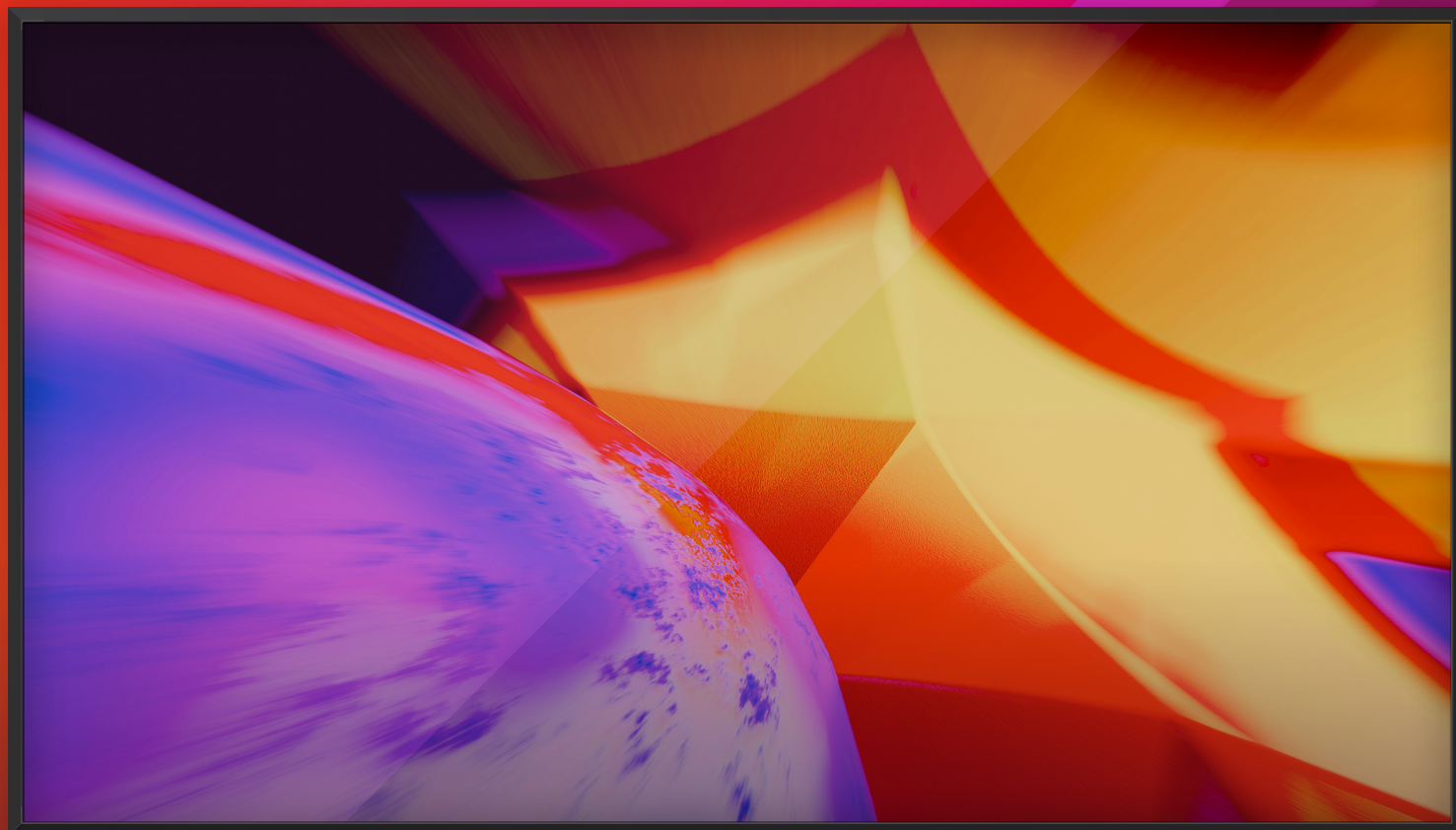
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Tuning in to advertisers

Are advertisers and viewers on the same wavelength? Let's see advertiser attitudes, and how that's impacting everything from spend, to channel selection.



Splashing the cash on social

65% of advertisers are planning to advertise on social next year, and **59%** are also planning to increase their spending on YouTube.

Confidence in CTV is low

Globally, **91%** of advertisers are familiar with CTV, but only **81%** of Australian advertisers say they are. And with **21%** saying they have a knowledge gap, there's a big opportunity to upskill. For those who are familiar, **27%** say cost/pricing is the biggest hurdle, and **25%** find performance goals challenging. The biggest measures of success are attention (45%), brand lift (42%) and reach/frequency to the intended target audience (37%).

The rise of retail media

In Australia, **76%** of advertisers are familiar with Retail Media Networks (RMNs), and already use them in their campaigns. Globally, this number sits at **82%**, so Australian marketers are on top of the trend. Looking ahead, **83%** will also incorporate commerce data to strengthen their targeting abilities.

Banner ads are out, shoppable ads are in

52% of advertisers say that eye-catching creative has the biggest impact on advertising performance. And with more viewers now watching, browsing and buying, more advertisers are exploring different creative formats. **89%** are already using shoppable ads in their campaigns, breaking down into QR codes (37%), shoppable video ads (30%) and 'OK to check-out' (30%).

Advertisers want control, transparency, and simplicity

Why do **43%** of advertisers use self-service platforms when buying, managing and executing campaigns? It mostly comes down to having control and visibility of all costs (60%). Having full transparency around optimization and reporting is also important (35%), as is having ownership of tech contracts (35%).

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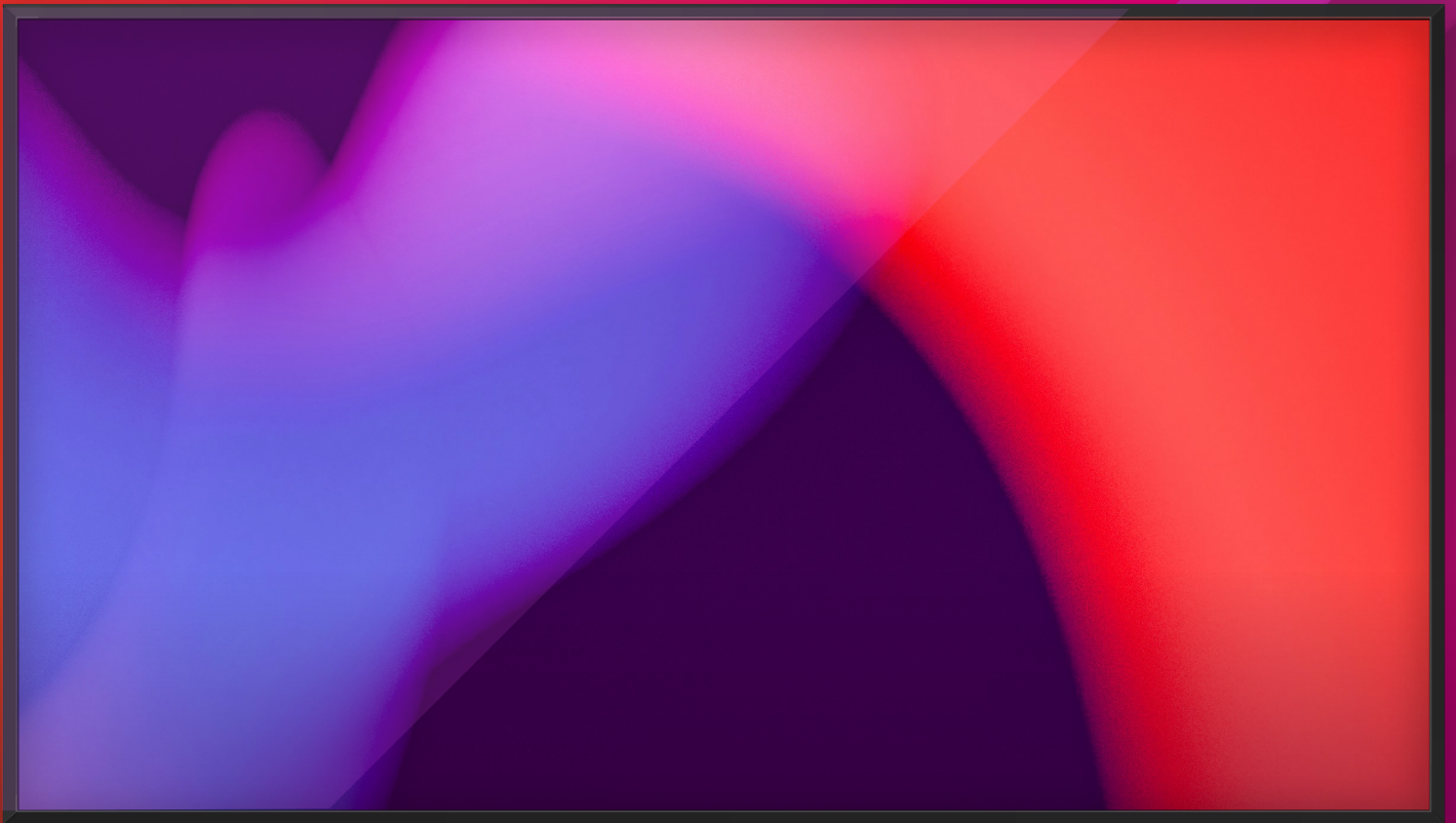
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3 ways to win at Advanced TV

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



1

Unlock success with agnostic access

It's tricky to navigate a maze of audiences, and platforms. And with more Australians using second screens, this challenge is bigger than ever. 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 crafty with content

Ad-supported content is exploding in Australia, going hand-in-hand with the powerful influence of creative. It gives marketers a huge opportunity to 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.



3

Bag bigger commerce success

Commerce solutions have gone from being 'one to watch' to the latest need-to-have for marketers.

To bag an impressive sales lift, it's important to connect data from retail media networks, consumer purchase data and Automatic Content Recognition (ACR). This way, you'll see insights across the watching, browsing and buying journey.

Real outcomes that are far from average

See how our Advanced TV solution helped to drive 74% incremental reach and uplift for an Australian FMG brand.

[FIND OUT MORE](#)

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