

ADVANCED TV REPORT, UAE

Tune in to winning

TV insights



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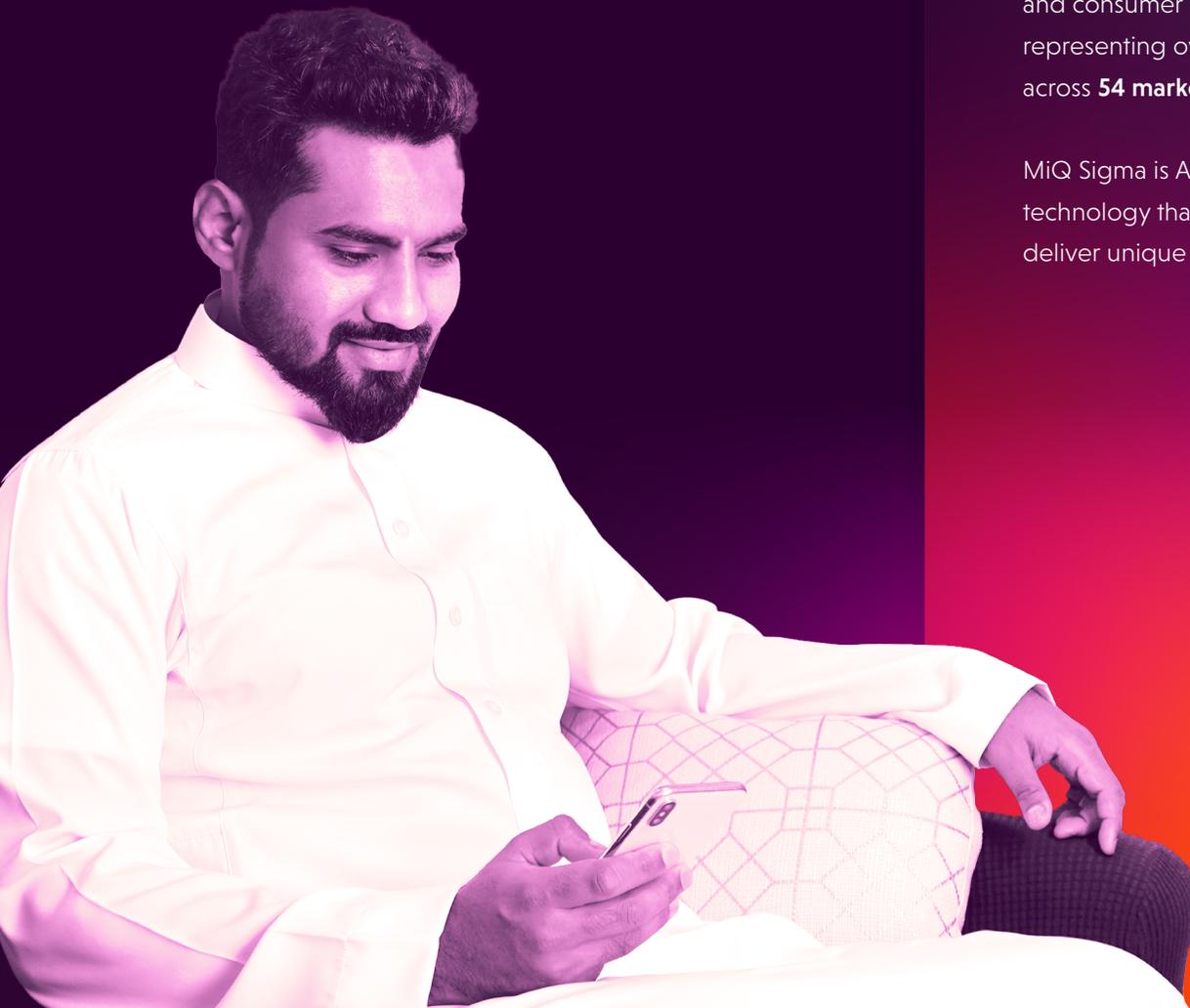
3 ways to win at Advanced TV

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, 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 **300** consumers and **100** advertisers across UAE 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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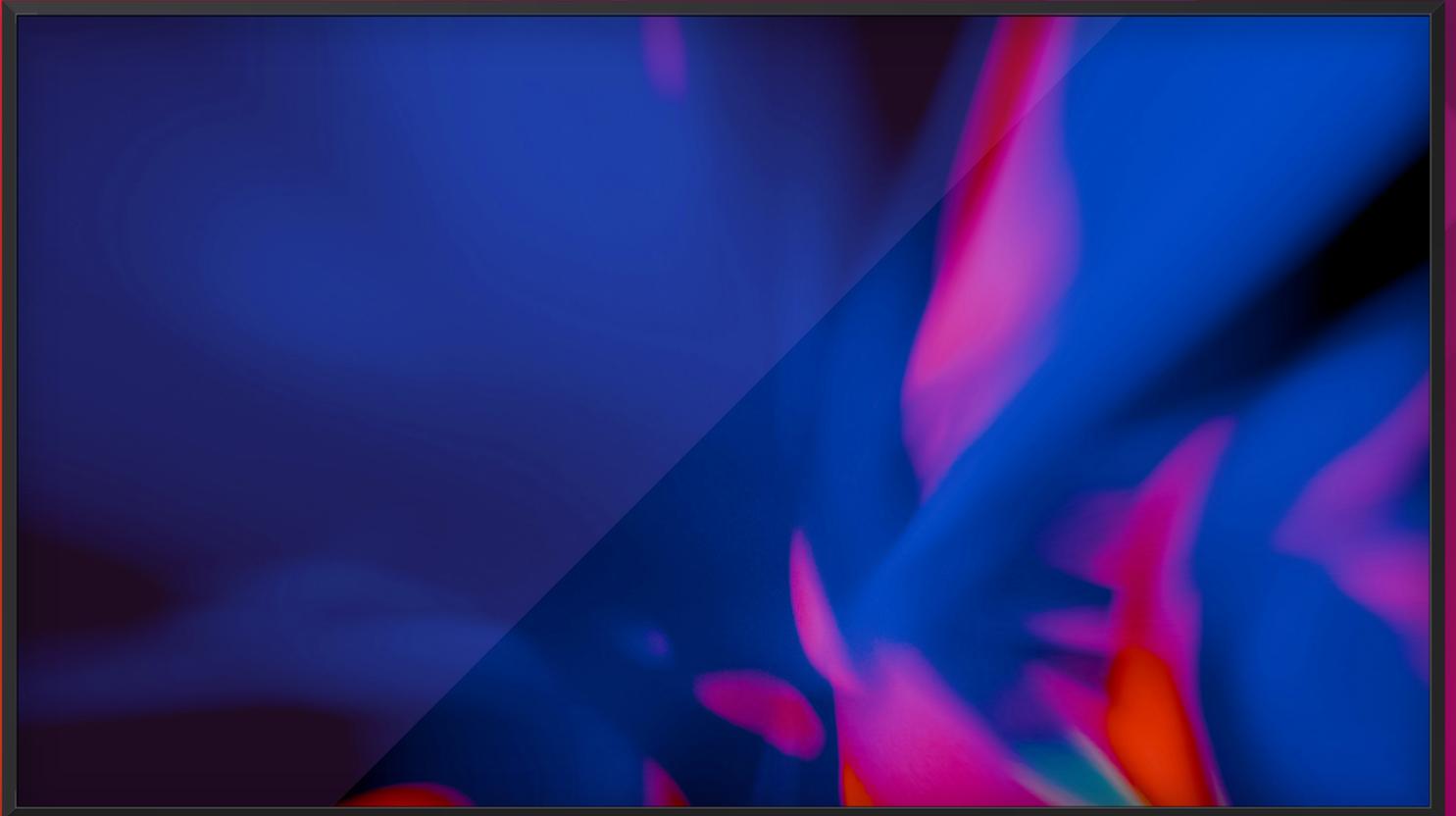
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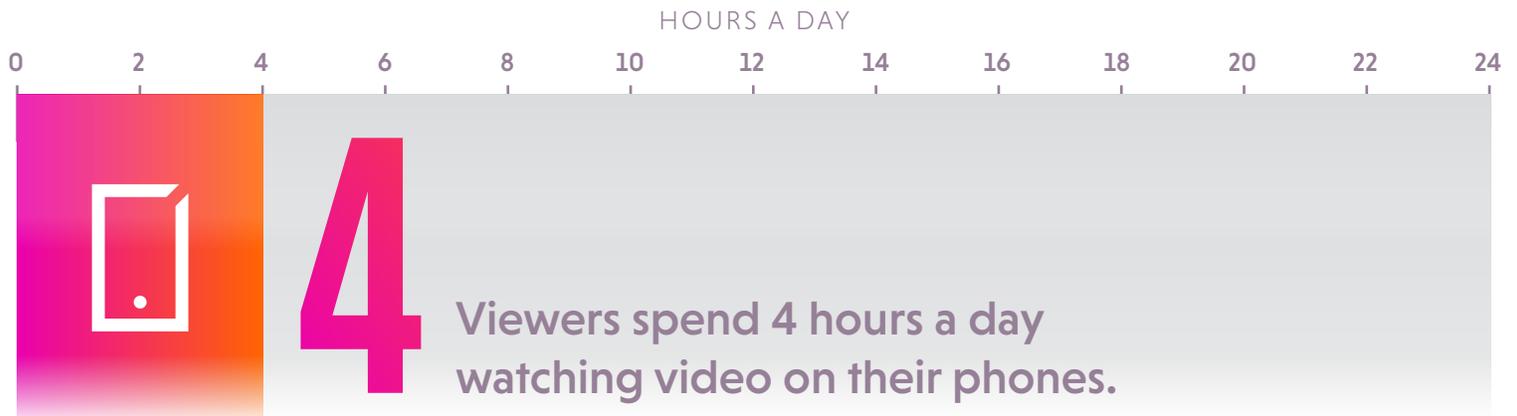
Switching on

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



Before we dive into more detail, let's look at the wider TV landscape. In the UAE, mobile is the most-watched screen for video, with 74% of people using it to stream content, followed by 59% who still watch on TV. Viewers spend nearly 4 hours a day watching video on their phones - more than they do on any other device.

Streaming has become standard. The average viewer in the UAE spends around 72 AED a month on streaming platforms, and **90%** subscribe to multiple services. **42%** say they use 1 or 2 platforms, while **48%** use as many as 3 or 4. At the same time, viewers are gradually turning away from linear TV. Only **24%** are fully linear viewers, while nearly two-thirds have either cut the cord or are trimming their linear TV habits.



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Tuning in to viewers

Find out consumer behaviors, habits and preferences



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

Viewers value pricing and content

Audiences in the UAE have access to a wide range of video platforms, but their decision-making is largely driven by value. **55%** of viewers say that content variety is their top consideration when choosing a platform. This is closely followed by pricing/discounts (48%) and exclusive content (36%).

Second screening is becoming second nature

Multitasking while watching content is the new norm. **One in four** viewers say they almost always use a second screen, while **37%** do so often. Most second-screening happens on mobile devices, and includes scrolling social media (45%), browsing products (32%), and even watching other videos at the same time (37%).

Viewers are ready to act on video

86% of consumers say they engage with ads while watching content. **35%** take immediate action on a second screen, and another **35%** add products to wishlists. There is also a strong knock-on effect across platforms: **62%** say that after seeing an ad on YouTube or CTV, they're more likely to purchase from a brand when they encounter it again on social media.

Ad-supported video is tolerated, if relevant

Despite the global shift toward ad-supported streaming, UAE viewers still show a strong preference for premium, ad-free content. However, many are willing to engage with ads if they are relevant. Only **34%** said they would avoid ads altogether, while **41%** are comfortable watching 5-10 ads per hour if it means discounted access. Personalised ads, or those that blend into the content experience, are more likely to be accepted.

Viewers expect personalised and relevant ad experiences

34% of viewers in the UAE find personalised ads based on their interests to be the most engaging format, and **31%** prefer ads that seamlessly integrate with the content they're watching. They want ads that feel tailored, not intrusive, turning advertising into a welcomed part of the viewing experience.

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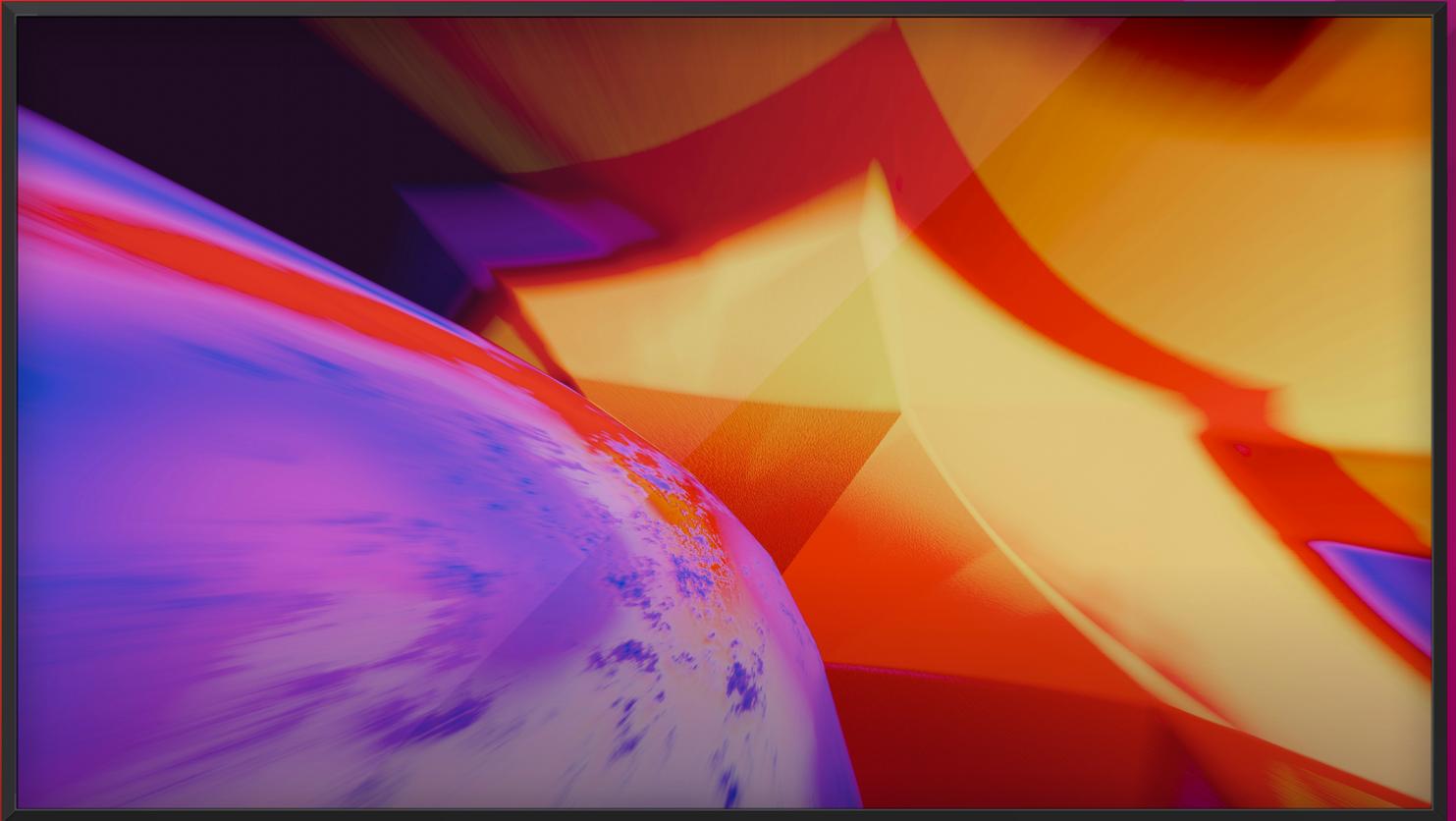
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Tuning in to advertisers

Are advertisers and viewers on the same wavelength?



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

YouTube commands growing budgets

Advertisers in the UAE are ramping up investment in YouTube. **68%** say they will increase their YouTube spend in the next year, compared to **50%** who say the same for CTV. Only **28%** are currently planning for CTV at all, showing a clear prioritisation of YouTube in near-term video strategy.

Shoppable formats are already widespread

Advertisers in the UAE are moving quickly to adopt commerce-ready formats. **89%** are likely to use shoppable ads across YouTube and CTV campaigns. And **85%** say they are already using shoppable formats, making it less of a trend and more of a standard. Among the top creative formats are shoppable video (35%), interactive ads (30%), and QR code activations (26%). These formats match the second-screen behavior of viewers and turn passive viewing into active engagement.

Retail data and measurement are core to planning

Advertisers are increasingly looking to connect media exposure to sales outcomes. **95%** say they plan to use commerce or retail media data in future YouTube and CTV campaign planning. **85%** are already using Retail Media Networks (RMNs), while others are integrating in-store and online purchase data to better understand the sales lift of branding activity. The ability to link video exposure to real-world transactions is becoming essential to justify spend.

Creative is still the biggest lever for performance

Creative is where many campaigns succeed or fail. **44%** of advertisers say that standout, eye-catching creative has the greatest impact on advertising performance. Actionable creative formats follow closely at **34%**. But creative execution remains one of the most common challenges, with **43%** citing the approvals process as a roadblock and another **40%** struggling with enhancements like dynamic or interactive elements. Managed service partners are helping close the gap: **45%** of advertisers now rely on them for execution and delivery.

Fragmentation and optimisation are rising concerns

As advertisers scale activity across multiple screens and formats, campaign complexity is increasing. **30%** of advertisers list cost and pricing considerations as key challenges, while **26%** point to marketplace fragmentation, and **26%** highlight optimisation difficulties. With platforms, placements, and data streams multiplying, the need for cross-channel coordination and smarter delivery is more important than ever.

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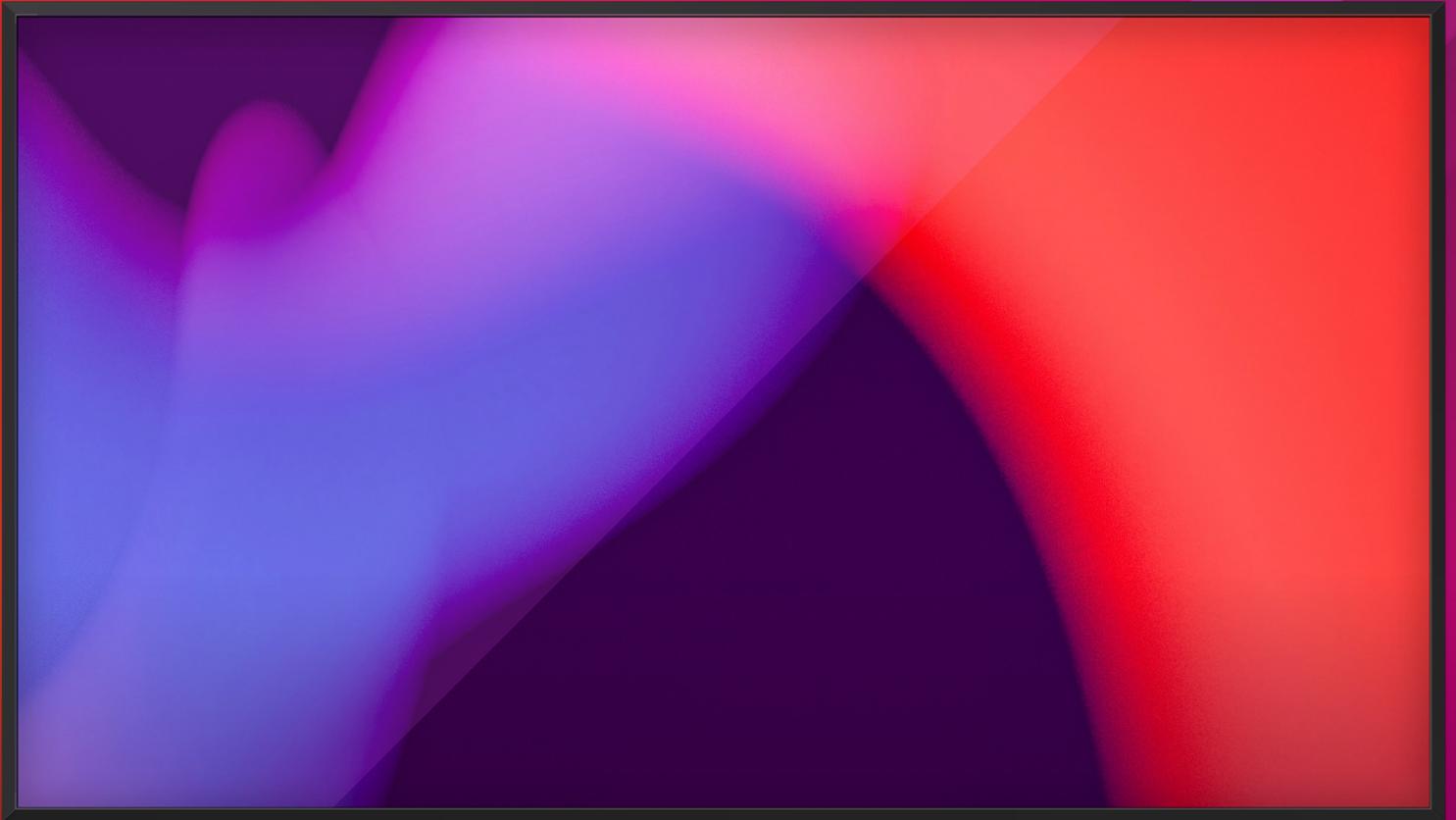
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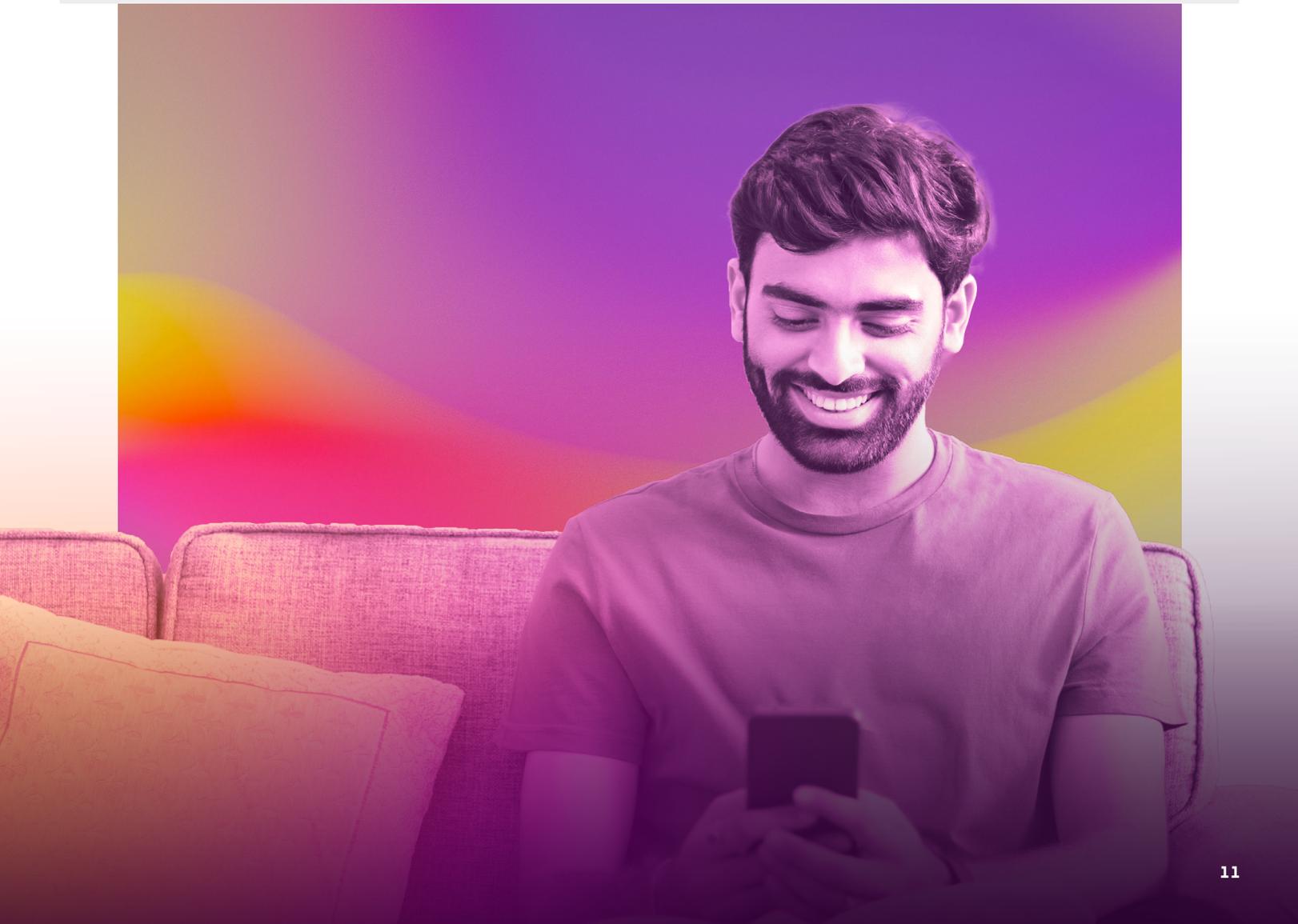


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Unlock success with agnostic access

YouTube is no longer just another media channel, it's the backbone of video strategy in the UAE.

Its dominance across both mobile (the top screen for 74% of viewers) and TV positions it as the ideal connector between upper-funnel reach and lower-funnel activation. For advertisers looking to unify fragmented attention across devices, starting with YouTube isn't optional, it's essential.



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Match creative formats to audience behavior

Viewers in the UAE are constantly switching screens and multitasking, meaning creative must be designed for moments of interaction, not just passive viewing.

Advertisers who are already leaning into formats like shoppable video, interactive overlays, and QR codes are ahead of the curve. In a region where visual attention is high and second-screen behavior is routine, designing with interactivity in mind is the new creative baseline.



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Bag bigger commerce success

Retail media and commerce signals aren't just for performance marketing anymore. They're becoming core to Advanced TV strategies. By integrating retail data with media insights, advertisers can map how audiences move from impression to action, measuring incremental sales, not just brand lift.

In this new model, video isn't just about visibility. It's about accountability. And those who connect the dots across screens, store shelves, and shopping carts will win.



MiQ