

Your media strategy partner.

Increase profitability. Boost ROI. Be Known.

BLUE TIGER - Connected TV (CTV) Update

The latest CTV media trends, insights & news.

The UK has witnessed a remarkable surge in the adoption of Connected TV (CTV) in recent years.

As of 2024, over 60% of UK households have a CTV device, reflecting a 15% year-over-year growth. This rapid adoption is driven by the increasing availability of high-speed internet, the proliferation of streaming services, and a shift in consumer viewing habits from traditional linear TV to on-demand content.

Key Drivers of Growth



Streaming Service Proliferation

- Major players like Netflix, Amazon Prime Video, Disney+, and Apple TV+ continue to expand their content libraries, attracting a broad audience base. Disney+ saw a 25% increase in UK subscribers in the past year alone.
- Emerging local players such as BritBox and All 4 are also gaining traction, offering content that caters to British tastes and preferences.

Source: Ofcom's Media Nations Report 2023



Advancements in Technology

- Smart TVs with built-in streaming capabilities and external devices like Amazon Fire Stick, Roku, and Chromecast have made accessing CTV content easier than ever.
- Enhanced user interfaces and personalised content recommendations are keeping viewers engaged longer.



Shifting Advertising Strategies

- Advertisers are increasingly allocating budgets to CTV platforms due to their ability to deliver targeted, measurable, and interactive ads. This shift is supported by the higher engagement rates observed in CTV compared to traditional TV.
- Programmatic advertising on CTV has grown by 40% year-over-year, allowing for real-time ad placement based on viewer data and behaviour.

Challenges & Opportunities

Challenges

- Fragmentation of platforms poses a challenge for advertisers aiming to reach a broad audience.
- Data privacy concerns and regulatory changes may impact targeting capabilities.

Opportunities

- Enhanced analytics and measurement tools are improving the ability to assess campaign performance and ROI.
- The rise of shoppable TV and interactive ads offers new ways to engage consumers directly through their TVs.

Source: eMarketer UK CTV Forecast 2024

Key Stats & Trends

Viewership

+18%

Average daily viewing time on CTV devices in the UK has reached 2 hours and 10 minutes.

Platform

85%

Netflix penetration, Amazon Prime Video (75%), Disney+ (60%), and YouTube (55%) the dominant CTV platforms in the UK

Advertising

95%

CTV boasts an impressive ad completion rate, significantly higher than desktop (75%) and mobile (60%)



Millennials and Gen Z are the largest demographic groups using CTV, with 75% of individuals aged 18-34 regularly accessing CTV content.

Source: Deloitte's Digital Media Trends Survey 2024

Future Outlook

The UK CTV landscape is poised for continued growth, driven by technological advancements, increased consumer demand for flexible viewing options, and evolving advertising strategies. As CTV becomes an integral part of the media ecosystem, stakeholders must stay informed about the latest trends and adapt to the dynamic market conditions to capitalise on the opportunities it presents.



For further insights please get in touch...

CONTACT US

Contact
Dan Tyers
Chief Strategy Officer

Phone
07909 533078

Email
dan@bluetigermarketing.co.uk

Website
<https://bluetiger.media/>