

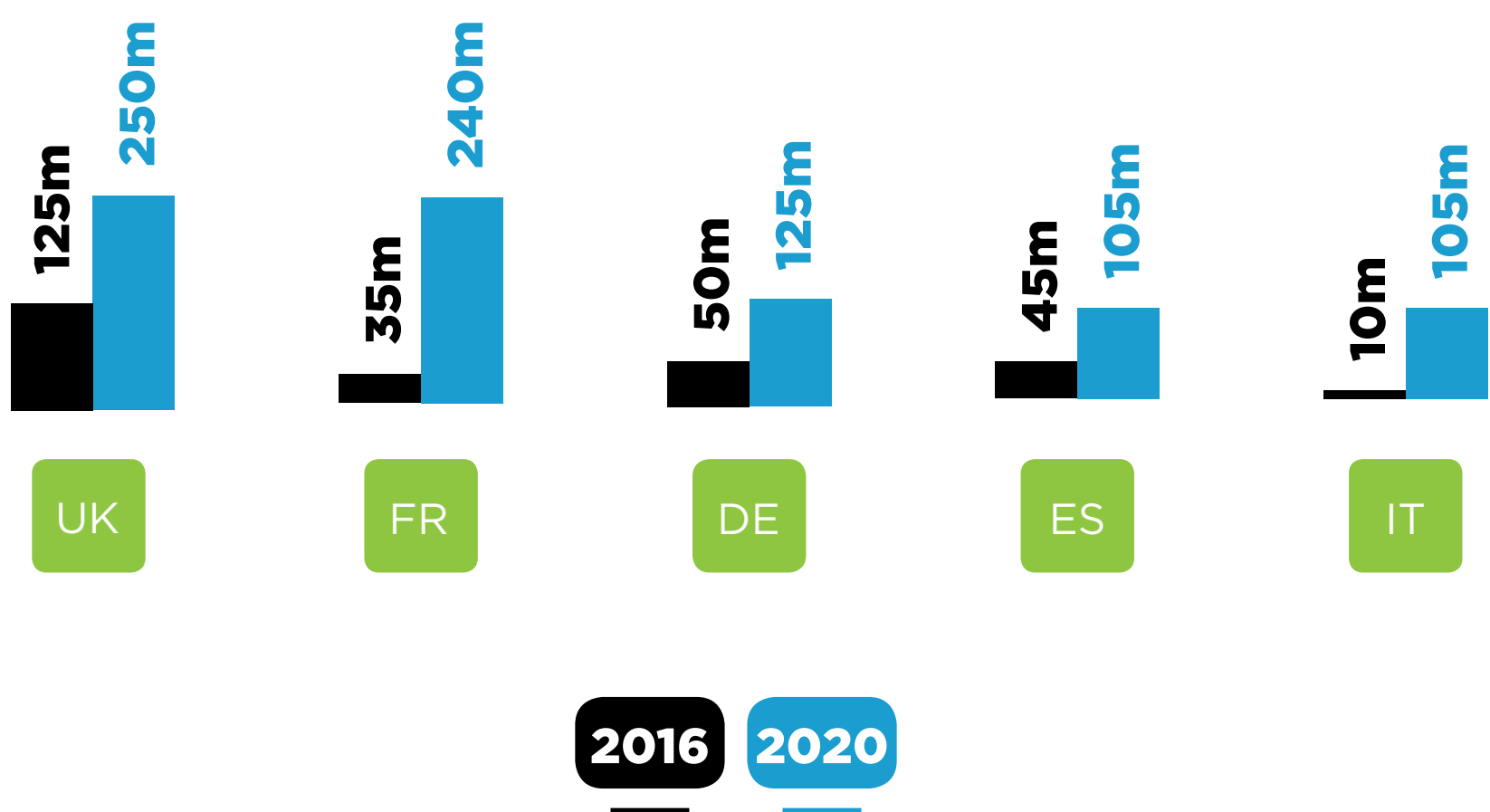
# The Connected TV Advertising Opportunity in Europe

With MTM Research, SpotX put together a forecast of the connected TV advertising market, across five major European markets:

**Connected TV Definition:**  
Any television connected to the open internet. This includes: smart TVs, streaming media devices, games consoles and internet-connected pay-TV STBs.



Forecast value of the connected TV advertising market across five major European markets (million Euros)



2016-2020 growth /CAGR:

**IT +950% 80%**

**FR +585% 63%**

**DE +150% 24%**

**ES +133% 24%**

**UK +100% 19%**



We also developed the following analytical framework to assess the drivers and inhibitors of growth of CTV advertising in each of the five markets:

	Audience Viewing	Market Enablers	Advertiser Demand	Broadcaster Barriers
UK	Good	Good	Good	Good
FR	Good	Fair	Good	Fair
DE	Fair	Good	Good	Fair
ES	Good	Fair	Good	Fair
IT	Poor	Poor	Good	Fair

Good Fair Poor

Thanks to all of the companies and participants - all 46 of them - who contributed input and insights to make this research possible:



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