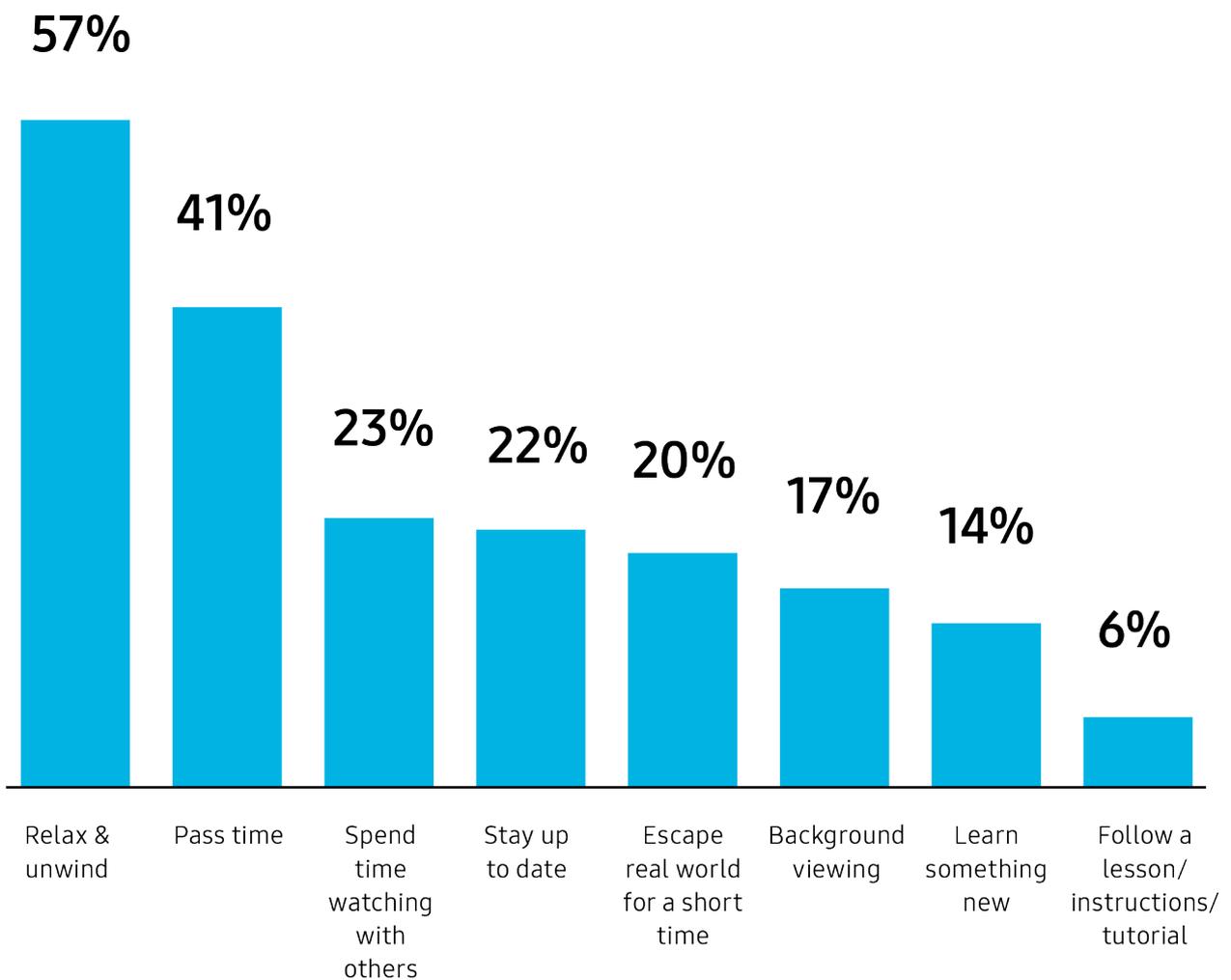


New viewing behaviours are accelerated by Covid-19

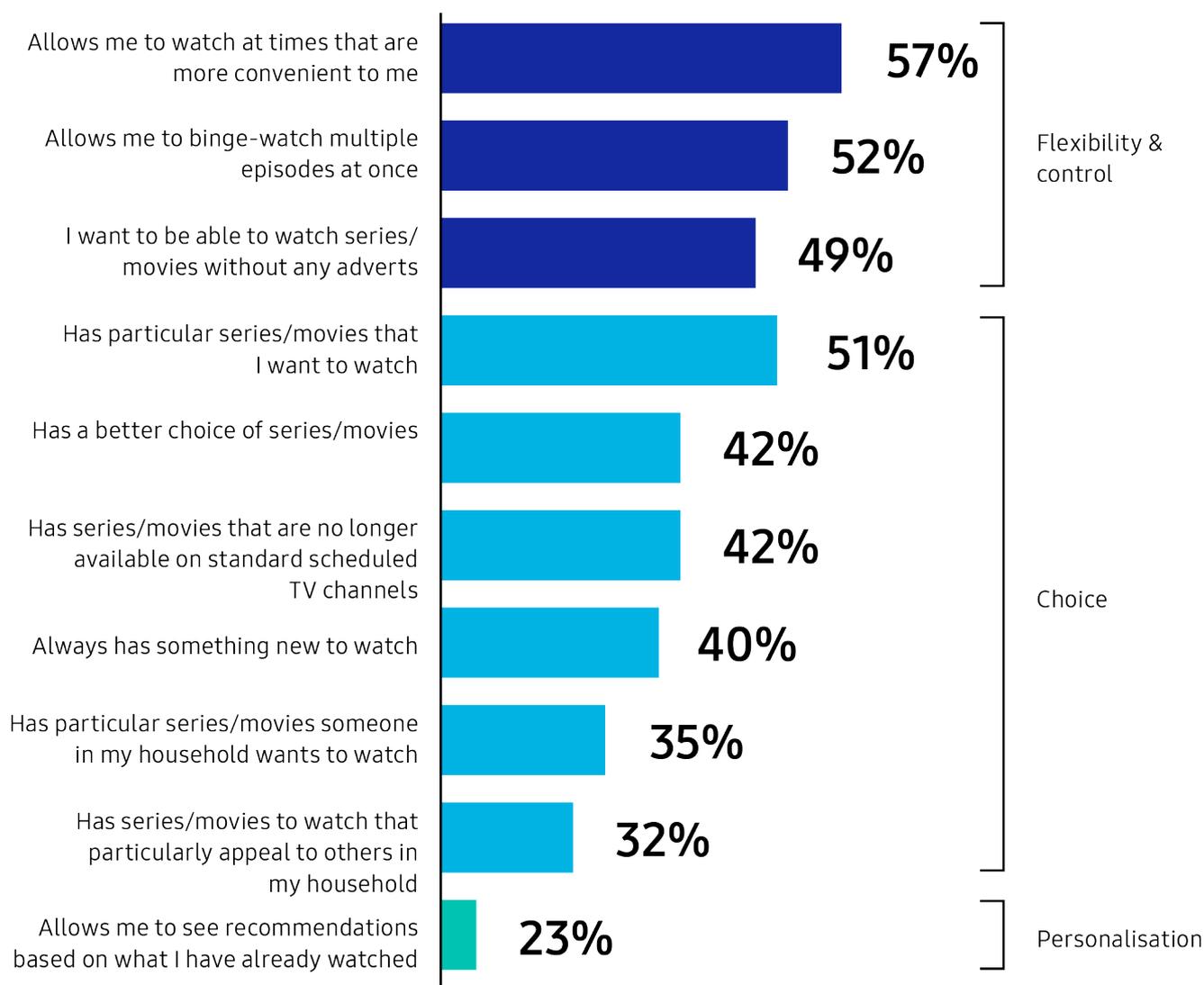
Since the Covid-19 pandemic restrictions hit my country...



I typically watch my Smart TV to:

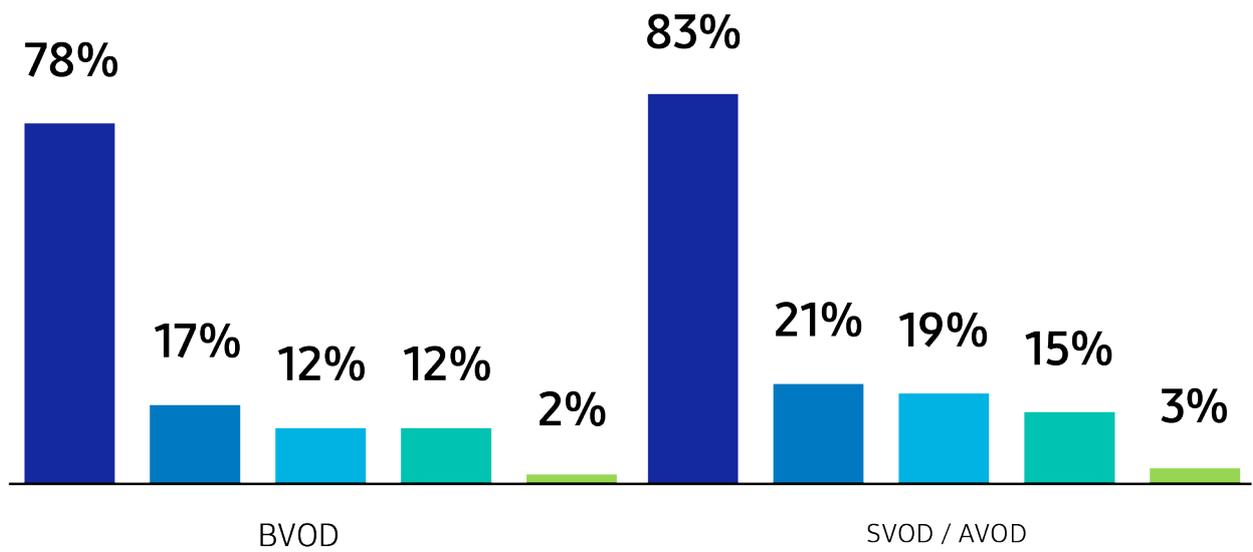


Why they choose to watch on-demand or streaming services

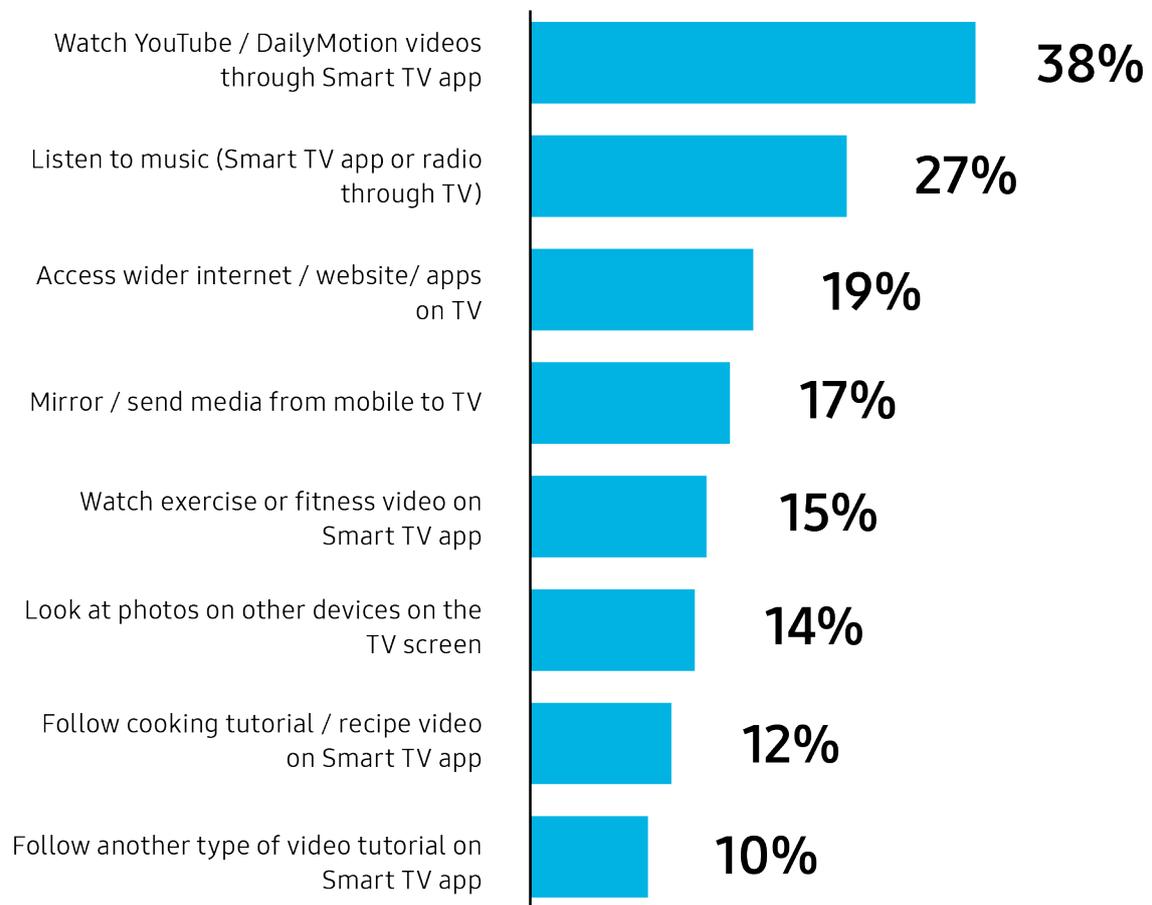


I typically watch my Smart TV on:

■ Smart TV ■ Desktop / laptop ■ Smartphone ■ Tablet ■ Games console

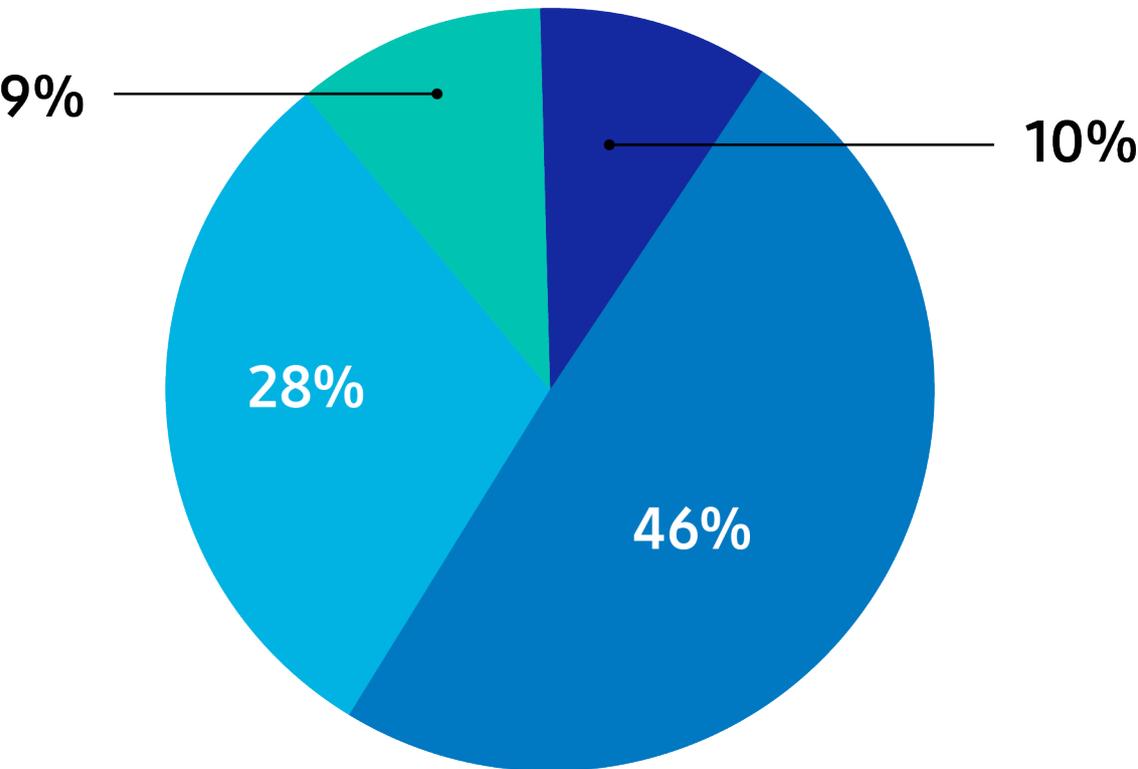


In the past 3 months I have used my Smart TV to:

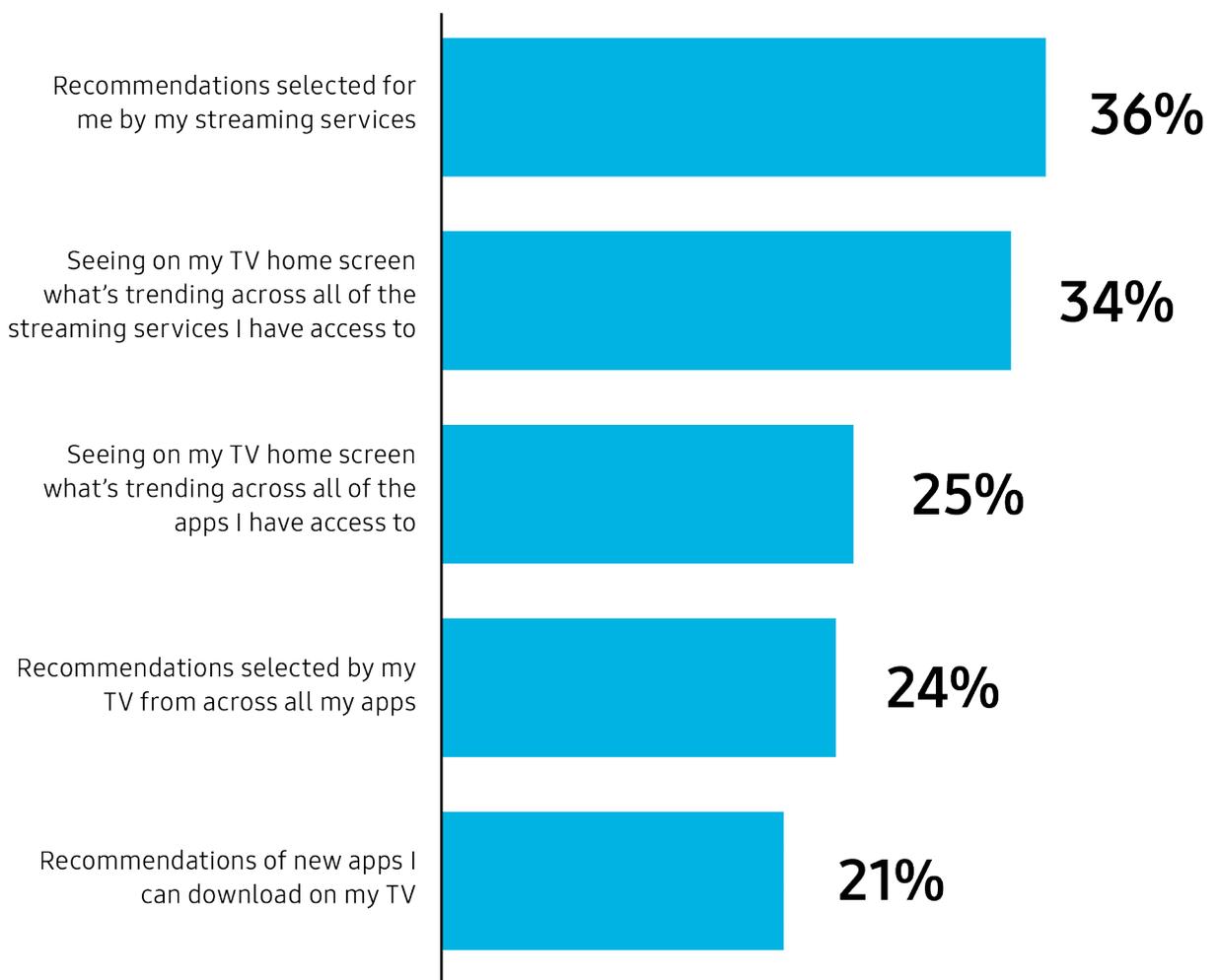


The Smart TV serves a number of emotional roles and needs

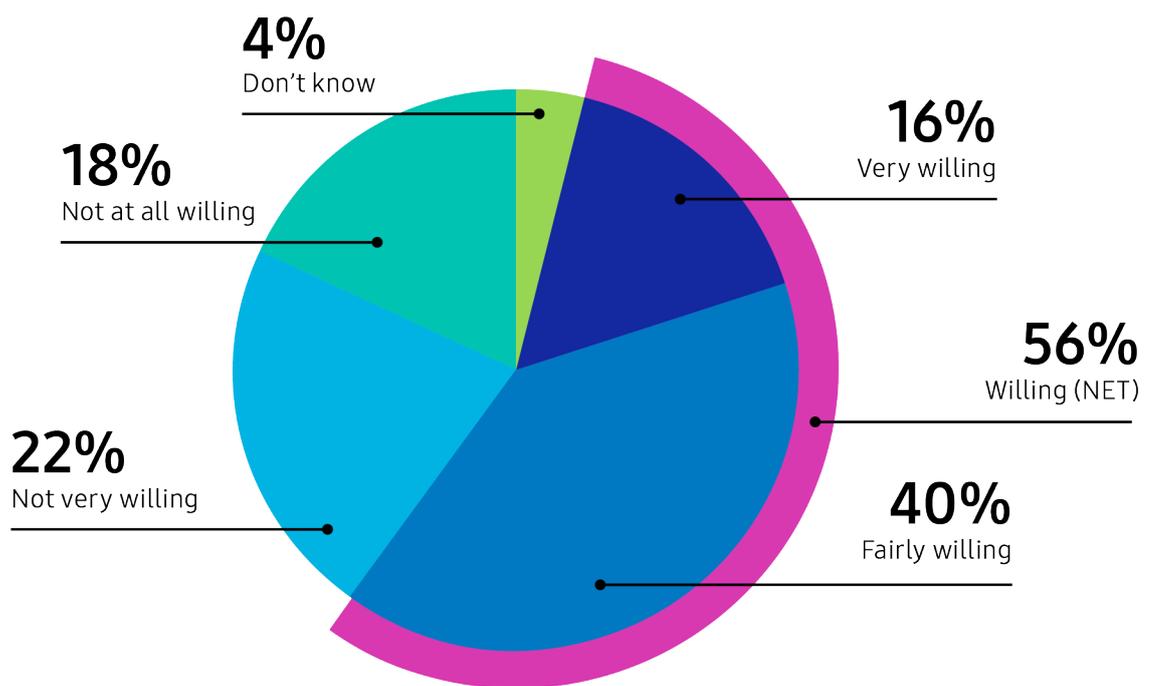
■ Companion ■ Source of escapism ■ Social connector ■ Educator / instructor



What type of recommendation are you interested in seeing on smart TV home screen?



Willingness to watch ads in exchange for free content



The ad perception is more positive on CTV

The one device that has ads that are positive

Smart TV Smartphone Desktop/ laptop

