



CEO & Top Execs' Survey 2024

TV

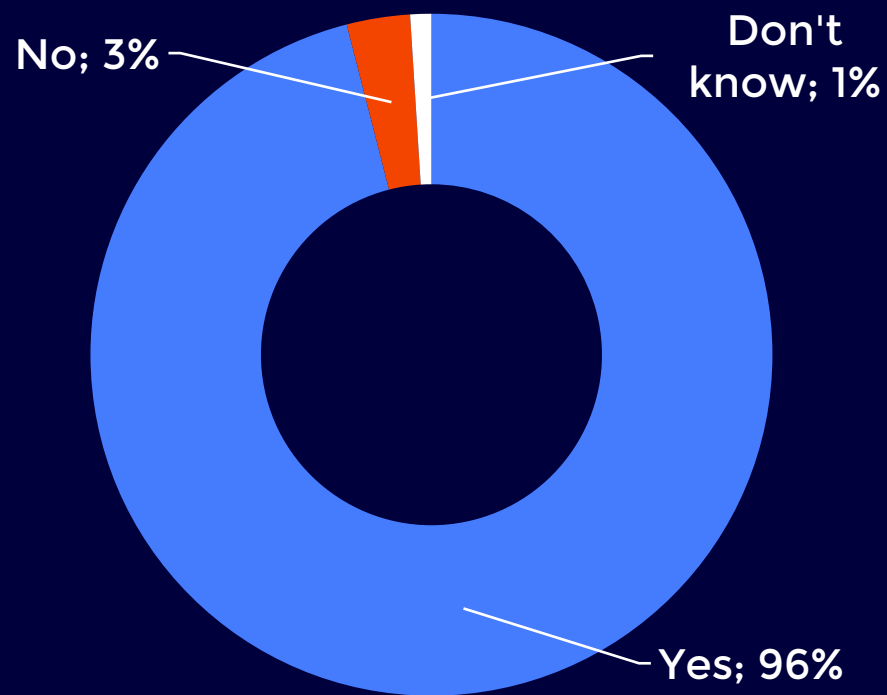




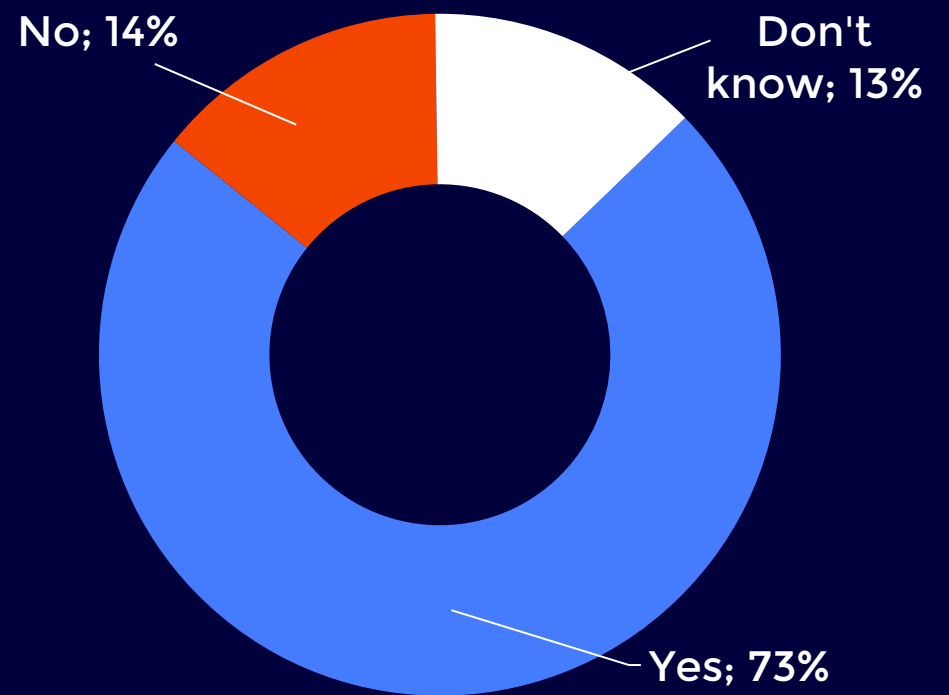
About the survey

- Focus on the main opportunities, challenges, competitive landscape, and revenue expectations.
- Conducted in May 2024.
- Completed by top execs (CEOs, Managing Directors, CROs, CMOs) from 74 TV companies in 32 countries.

Positioning of **multiplatform TV** as an essential driver of brand communication by 2030

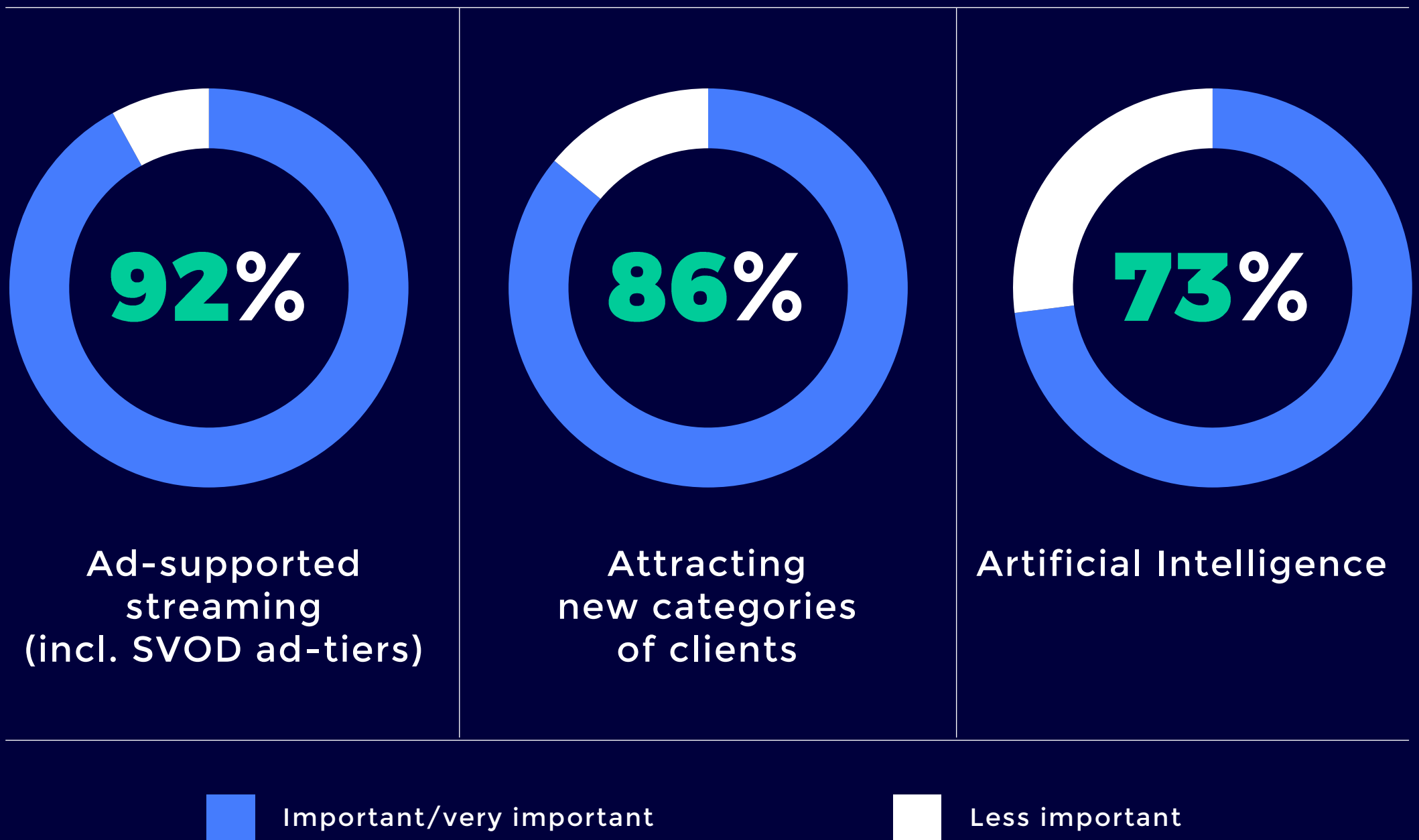


Multiplatform TV will remain an essential part of brands' communication strategies



Multiplatform TV will remain the most powerful medium to drive advertising effectiveness

Top 3 opportunities and focus areas for the TV ad sales business in the next 3 years



Additional opportunities and focus areas for the TV ad sales business in the next 3 years

72%	Addressable TV
72%	Partnerships and collaboration with other media companies
70%	Programmatic trading
69%	Data infrastructure (data clean rooms, leverage 1st party data, etc.)
68%	SVOD
66%	Client self-serve platforms (planning, booking, reporting, etc.)
65%	Assisting advertisers in reaching all audiences through more inclusive and accessible advertising
58%	FAST channels
38%	Retail media
32%	Partnerships and collaboration with social media platforms
11%	Virtual reality and augmented reality
7%	Metaverse

Note: Percentage of respondents perceiving the topic as important/very important

Evolution of the revenue sources for the TV ad sales business in the next 3 years

