

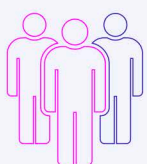


2023 ADVANCED TV UNCOVERED

EUROPEAN MARKETERS SURVEY*

A 'sweet and sour' outlook

When economic prospects sour, marketing budgets are invariably the first to get cut. However, there are some signs that marketers are preparing to weather the storm and carefully allocate their marketing budgets instead of going dark over the next 12 months, suggesting broad top-of-funnel objectives are being prioritised over lower-funnel objectives. Proven to drive ad effectiveness and the importance of audience targeting, is bringing some optimism surrounding Advanced TV channels which will continue to grow in 2023, with CTV and VOD getting the strongest investments.



2/3 MARKETERS

expect marketing **spend to be at least at the same level** as last year and **not 'go dark'** over the next 12 months.

78%

of marketers expect an **increase in Advanced TV spend** in the next 12 months.



95%

Media agencies are planning to **augment spend on AVOD and FAST services.**



MARKETERS' TOP PRIORITY FOR 2023:

ACQUIRING NEW CUSTOMERS

2023 will see a major focus on **upper-funnel marketing KPIs.**



48%

of marketers are **satisfied with the level of spend in Advanced TV advertising.**



38%

of marketers would **prefer additional budgets.**



DATA TARGETING

is the **main driver of Advanced TV** ad spend growth.



MEASUREMENT

remains the biggest inhibitor of spend in 2023, along with the **lack of awareness in Advanced TV.**



MAXIMISING REACH

is now **No. 1 driver of campaign success** for 41% of respondents.

*This research was conducted by independent media research firm CoLab Media Consulting between 18 and 22 July 2022. The research, commissioned by AudienceXpress, FreeWheel's premium video sales house, is an attempt to understand how marketers – advertisers and agencies – across five European countries (UK, France, Germany, Italy, and Spain) are adapting to the current market forces and how they are adjusting spending priorities and preparing for the year ahead.