

The State of Viewership

Insights and Analysis from **51 Billion** Hours of Linear and Streaming TV



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Key Takeaways

Americans watched A LOT of TV in the second half of 2024.

Streaming viewership surged 56%, fueled by must-watch live streaming sports, including the Olympics on Peacock, NFL on Prime Video and Netflix, as well as the Jake Paul vs. Mike Tyson fight - along with strong demand for crime dramas, docuseries, and a resurgence of comedy.

Interestingly, the growth in streaming wasn't at the expense of linear TV, which also increased 8%, bucking recent trends. This growth was bolstered by the election and live sports. Live events don't just continue to be the saving grace of linear TV viewership but can be significant drivers of viewership on streaming platforms as well.

It's a TV ecosystem in transition, with new opportunities for cross-platform programming and advertising in 2025.

There were many beneficiaries of the cross-platform approach, including the #1 show of the season, The Penguin, which drove significant viewership on linear and CTV. Must-watch shows such as Landman became destination programs that drive audiences to turn on their TVs, not just browse content.

Still, audience fragmentation is at an all-time high, combined with people subscribing and canceling streaming services at higher rates. Amazon Prime Video led the charge to drive streaming growth with a 72% increase in advertisements, aligned with investments in its ad-supported service. In fact, ad-supported streaming was a major driver of growth, with 56% of new subscribers selecting the ad-supported tier.



Ad spending was robust in the second half of the year, following a more conservative first half. Ad saturation also continued to be an issue, with high-income households seeing 15-20% fewer ads than lower income households.

As expected, retailers such as Macy's, Target, and Amazon invested heavily. Interestingly, we observed the relationship between retail ad spend and discussion of the brand online, with Macy's driving the most ad impressions, while Walmart drove the most positive consumer response online.

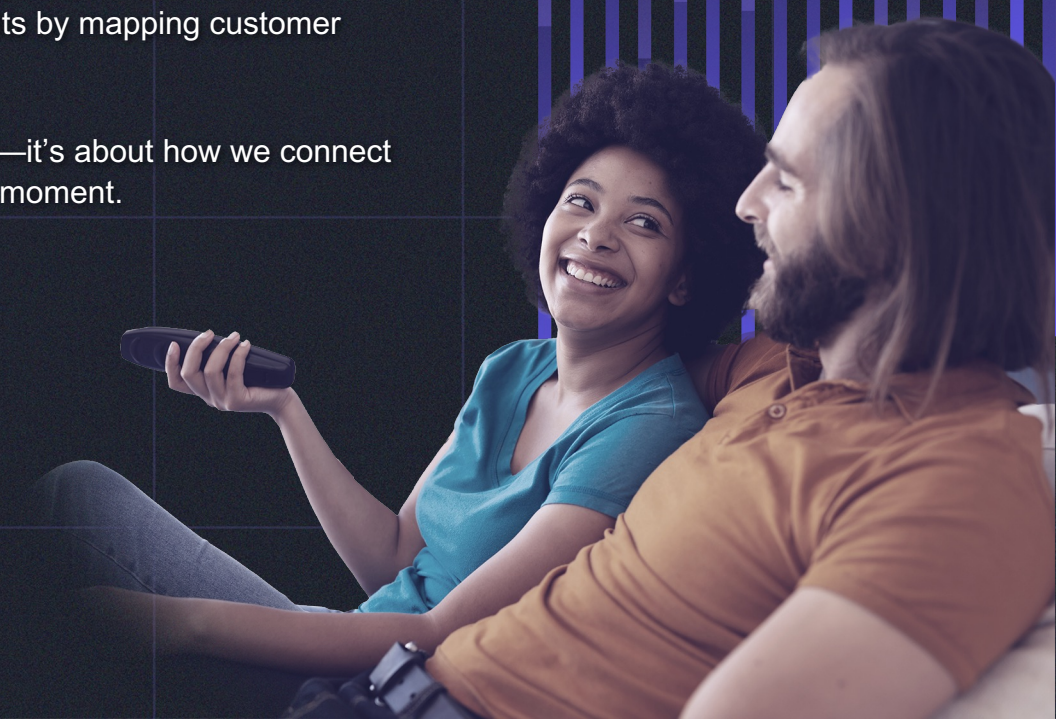
CPG and pharma brands also increased their investment. While most automotive companies pulled back on spend, with only Genesis, Lincoln, and Cadillac doubling down in their absence. AI continued to surface context and insight on viewership and consumer intent. The fusion of AI and contextual targeting will be a game changer. As media consumption continues to fragment across linear, streaming, and digital, brands must leverage first-party data to deliver personalization at scale, without sacrificing privacy standards.

In addition to the 50 billion hours of TV we analyzed across the vast linear and streaming universe, we're now indexing the open web, connecting the full customer journey across TV, streaming, and digital media. It's a new era of contextual advertising that spans the open web and CTV. This approach not only enhances privacy but also drives measurable results by mapping customer attention on TV to intention on the web.

The future of TV isn't about big data tracking where audiences watch—it's about how we connect data to decisions which influence the message, the medium, and the moment.



Ashwin Navin
Samba TV Co-founder and CEO



Methodology

Samba TV gathers viewership data via its proprietary technology within tens of millions of opted-in Smart TVs. Samba TV's Automatic Content Recognition technology is integrated at the chipset level across 24 of the top Smart TVs sold in more than 100 countries globally and captures content that crosses the TV screen, regardless of source. This results in unbiased, comprehensive viewership insights from around the world.

As is standard industry practice, Samba TV analyzes the large proprietary dataset to project household-level TV viewership utilizing its research panel of more than 3M Smart TVs in the U.S., balanced and weighted to the U.S. Census across age, gender, ethnicity, and household income. By contrast, Samba TV's panel is nearly 80x larger than the legacy industry model and is demographically aligned to the U.S. census by 0.03%.

In this report, Samba TV first-party data is supplemented with data from Semasio, which Samba TV acquired in Q4 2024. Semasio is the global leader of contextual web targeting and audience data solutions. Semasio's ID-agnostic methodology empowers marketers to reach consumers seamlessly, no matter the approach.

Samba TV does not estimate viewership on non-TV devices such as mobile phones. Samba TV measures at the household level and does not extrapolate to the individual viewer.

TV Trends: Streaming & Linear

In the second half of 2024, viewers are watching more content than ever.

Streaming hours saw a massive 56% increase but didn't actually add to declines for linear, as that grew 8% as well.

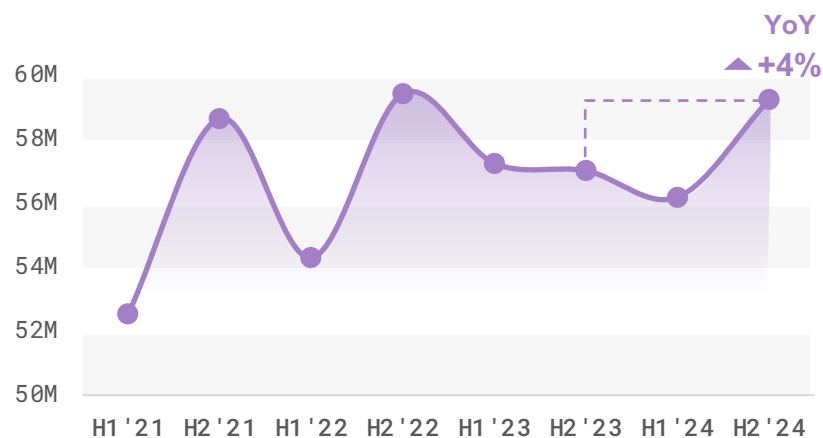
Meanwhile, huge opportunities emerge for brands as consumers are embracing ad-supported streaming plans, while new measurement around how to create platform stickiness changes the game for streamers.



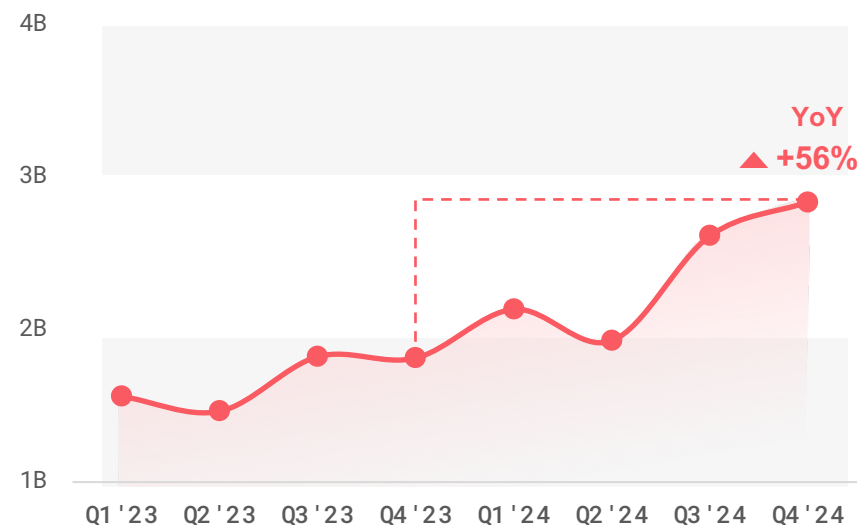
Viewership surges in H2. Streaming hours spike up +56%, linear +8%

- The message is clear across both linear and streaming TV: we watched a lot of TV in 2024. Streaming hours are up 56% year-over-year, reaching a new high watermark. Linear hours increased 8%, to the highest point in two years. Average daily reach for linear also increased 4%.
- These trends showcase a TV ecosystem in transition: streaming is ascendant overall, with must-see TV series and increase in live sports events such as the Jake Paul vs. Mike Tyson fight; while linear was buoyed by the presidential election and live sports such as the Olympics and NFL games.
- OPPORTUNITY:** As TV consumption shifts across streaming, linear as well as devices, advertisers should use deduplicated omniscreeen measurement reports to optimize campaigns.

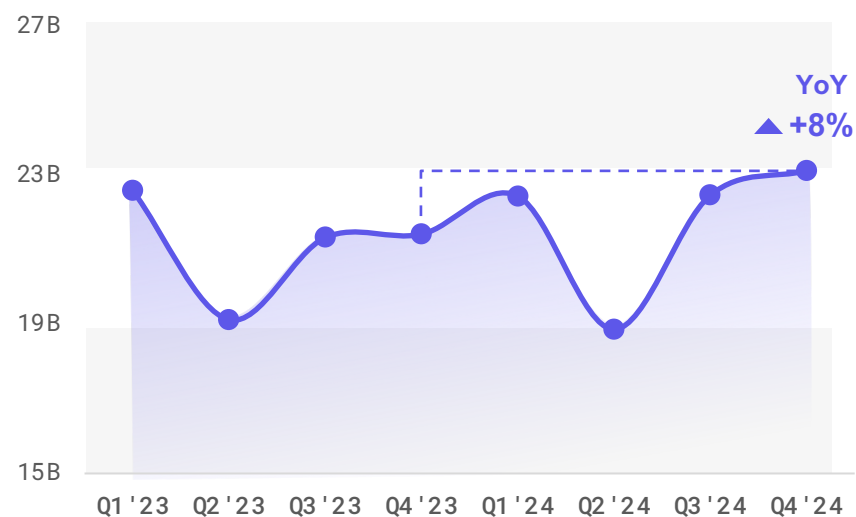
Average daily reach of **linear**: H1 2021 - H2 2024



Total **OTT** hours watched: Q1 2023 - Q4 2024



Total **linear** hours watched: Q1 2023 - Q4 2024

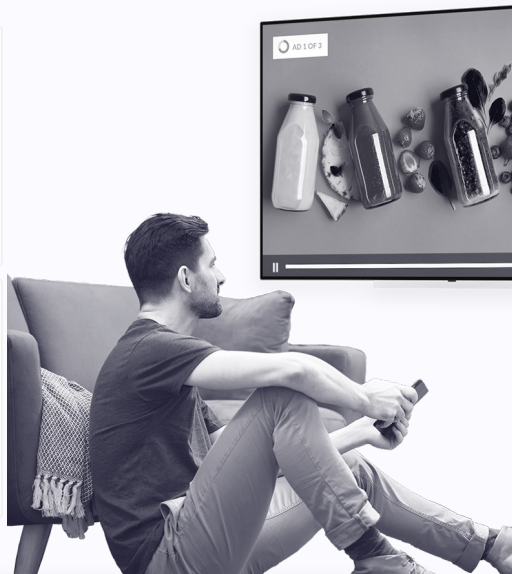


Majority (56%) of new streaming subscribers opt for ads

- 43% of total SVOD subscribers have chosen an ad-supported plan, and the share is increasing, with 56% of new subscribers choosing the ad-supported option. This shift has significant implications for the advertising industry, opening up premium TV inventory that was previously unavailable in the streaming ecosystem.
- The widespread acceptance of ad-supported tiers represents a victory for streaming platforms in their quest for profitability, with hybrid models becoming the norm rather than the exception.
- OPPORTUNITY: There is a rapidly expanding pool of viewers accessible via streaming ads, many of whom are the younger and more diverse audiences that have historically been harder to reach on linear TV.

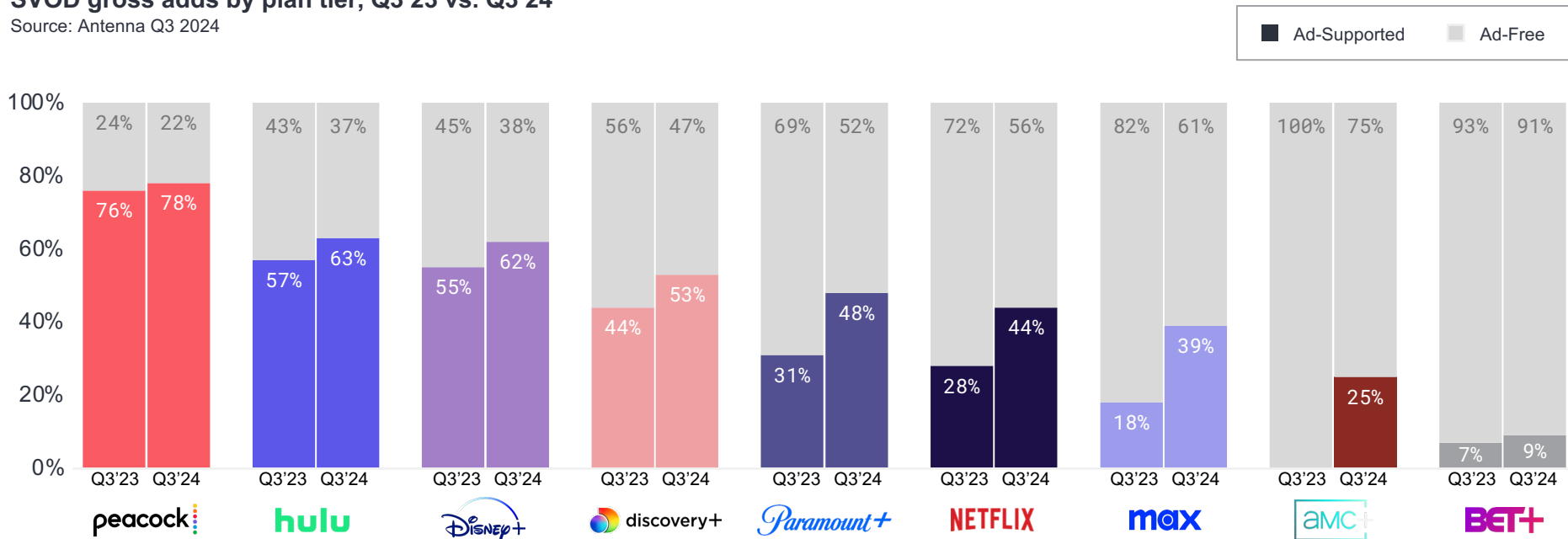
43%
of SVOD subscribers have an ad-supported plan.*

56%
of new subscribers chose the ad-supported plan.*



SVOD gross adds by plan tier, Q3'23 vs. Q3'24

Source: Antenna Q3 2024



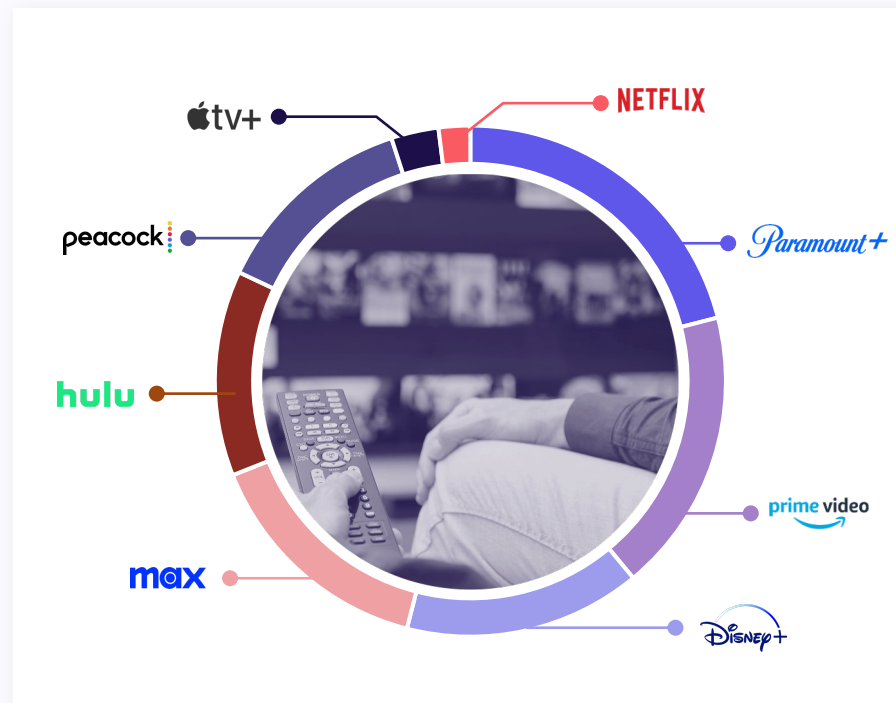
*Antenna data from Q3 2024

Prime Video steps up promo ads by 72% to drive new subscribers

- Prime Video's 72% increase in promotional activity signals Amazon's strategic push to capitalize on their new ad-tier launch and continued focus on live sporting events like Thursday Night Football, leveraging their extensive ecosystem to drive adoption. The move was successful in driving Thursday Night Football viewership, which increased by 51% on average year-over-year.
- Peacock, which drove a dramatic spike in subscriber growth with its live and on-demand Olympics content, was the only other platform to increase promotional impressions year-over-year. Paramount+ remains the leading platform in promotional impressions, despite a 19% yearly decline, as it leverages its built-in linear presence.
- OPPORTUNITY: Tentpole events such as the Olympics or other unique live opportunities provide a compelling reason to invest in new subscriber growth. Similarly, expansion of ad-supported tiers, which typically have lower barriers to entry and higher retention, can serve as a compelling offer to promote.

Linear & OTT ad impressions share of voice by streaming service provider based on ad impressions served promoting their streaming service: H2 2024

Advertiser	H2 2024 ad impressions	YoY	U.S. video viewers*	Video viewer growth*
<i>Paramount+</i>	4.4B	-19%	90.5M	+4.4%
<i>prime video</i>	3.9B	+72%	166.1M	+1.9%
<i>Disney+</i>	3.2B	-5%	123.4M	+5.4%
max	3.2B	-19%	94.8M	+6.5%
hulu	2.7B	-24%	129.2M	+4.7%
<i>peacock</i>	2.7B	+33%	101.7M	+15.7%
apple tv+	531M	-31%	46.6M	+4.1%
NETFLIX	522M	-27%	190M	+3.2%



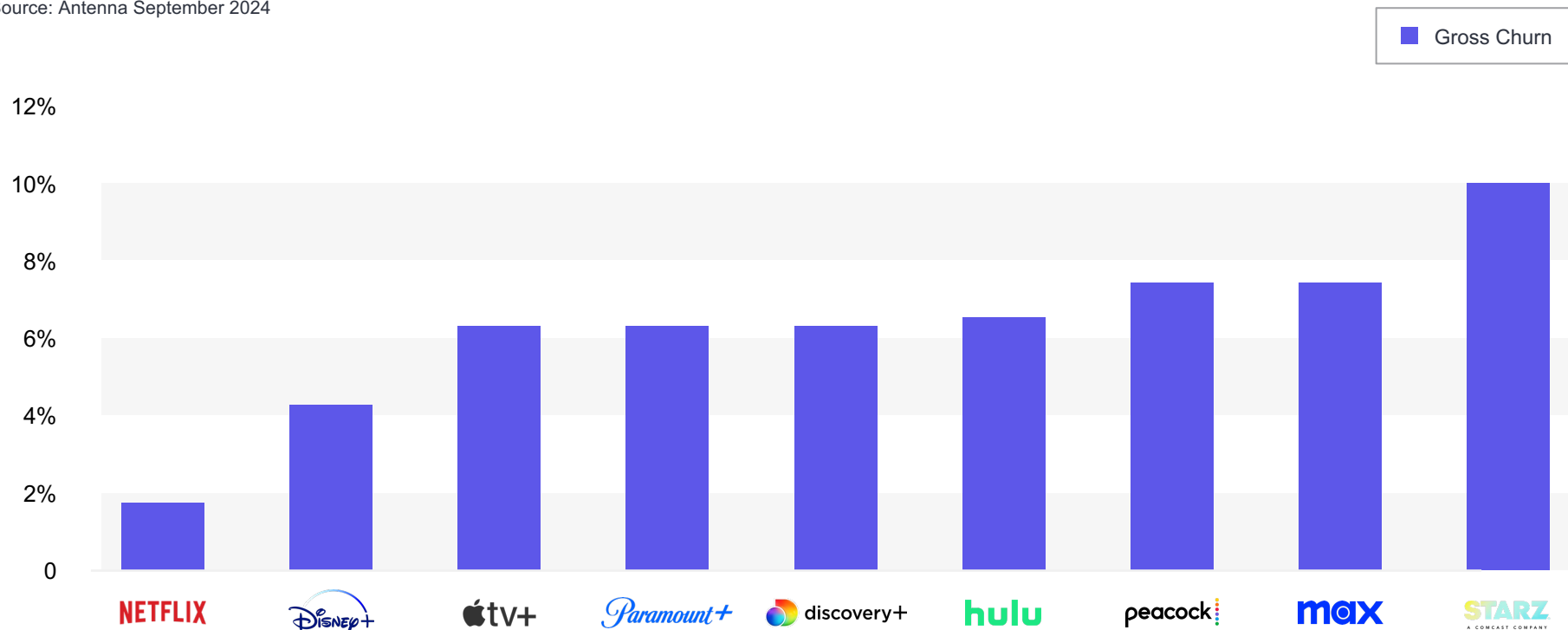
*Source: EMARKETER Forecast, October 2024

Monthly churn hovers at 6% across platforms; users cancel and re-subscribe at will

- The prominence of churn across all major platforms indicates this a structural challenge in the streaming business model, not just a platform-specific problem. Premium SVOD churn rates reveal how the ease of cancellation has fundamentally changed consumer behavior: subscribers are increasingly treating streaming services like seasonal purchases.
- Netflix and Disney+ have mitigated churn most effectively, as users engage with the broad content library across those platforms.
- OPPORTUNITY: Most premium streaming apps now offer ad-supported tiers, so advertisers should allocate spend across multiple streaming apps to find and engage target audiences.

Premium SVOD churn rates

Source: Antenna September 2024

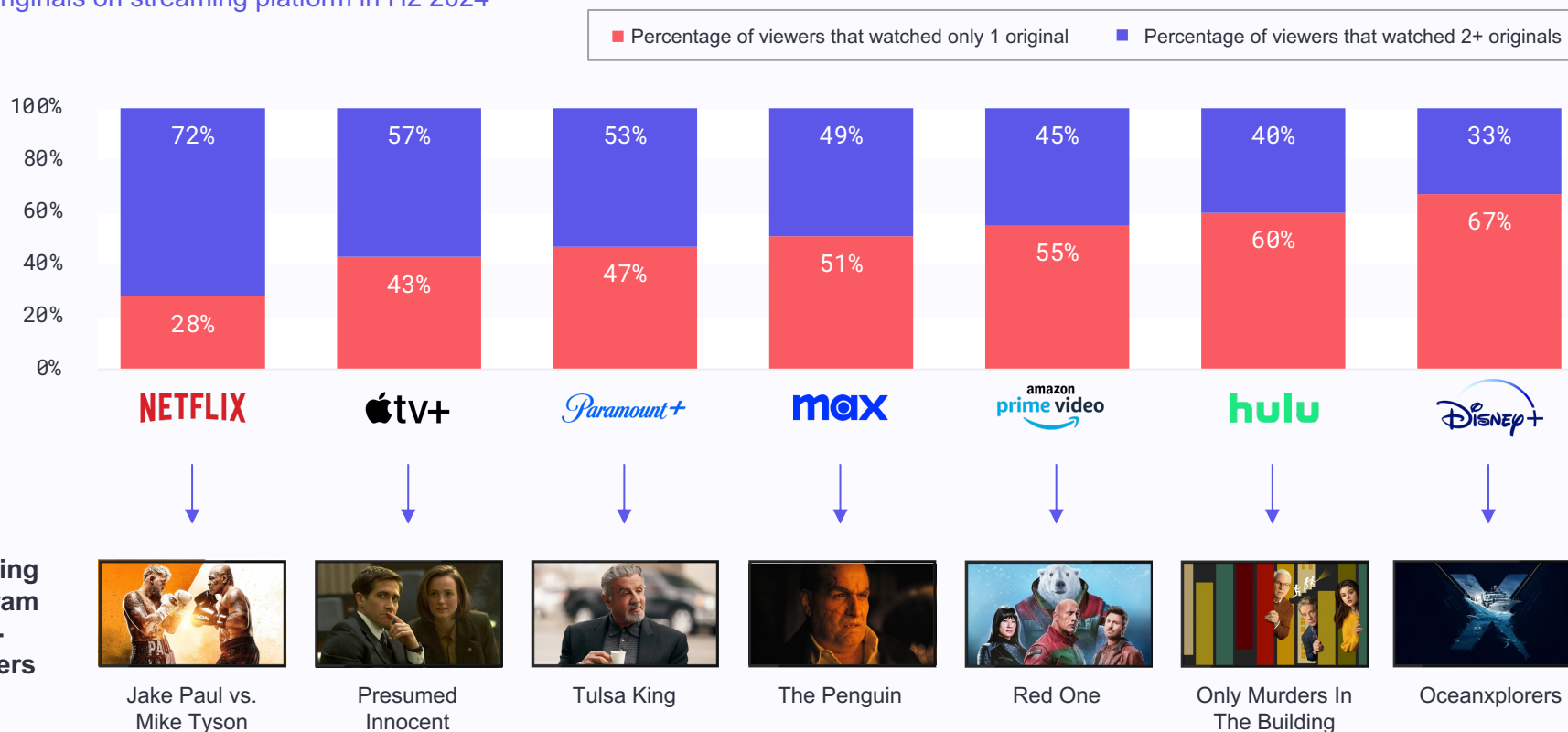


Netflix leads in multi-show viewership, followed by Apple TV+ and Paramount+

- Netflix continues to lead the market with the share of subscribers who watch multiple original programs, with a 72% multi-show engagement rate, demonstrating how effective content discovery and recommendation systems can drive deeper engagement.
- The high proportion of single-show consumption on other platforms highlights a critical challenge for streamers, proving the importance of investing in content discovery tools and mid-tier programming: tentpole content can drive subscriptions, but that doesn't mean it will translate to retention.
- OPPORTUNITY: Entertainment advertisers can use TV data insights to understand which viewers are watching similar shows on other platforms and then engage those same users with omniscreeen campaigns that promote their own programs.

Stickiness by streaming platform

Within top 50 originals on streaming platform in H2 2024



Tentpole content such as the Jake Paul vs. Mike Tyson fight bring viewers back to platforms after they've canceled

- The success of certain shows in bringing back churned subscribers highlights how tentpole content can serve as a powerful re-acquisition tool, with particularly innovative programs like the Jake Paul vs. Mike Tyson fight bringing back cyclers.



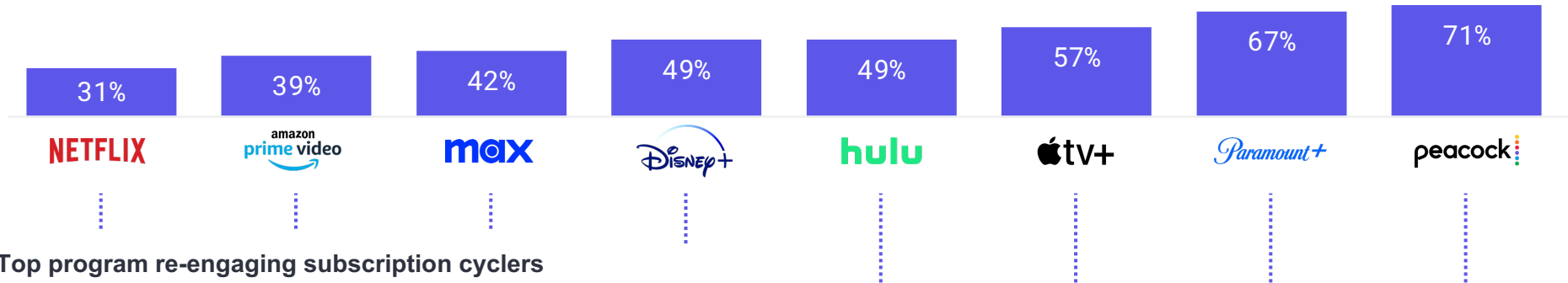
9.3M
U.S. households watched the Jake Paul vs. Mike Tyson fight on Netflix

1.4M
Subscribers signed up for Netflix surrounding the fight*

+5%
Gen Z households over-indexed by 5% based on viewership of the fight

*Note: Antenna data, covers 11/14/24 - 11/16/24

Percent of platform viewers that did not watch in previous 6 months



Top program re-engaging subscription cyclers

Based on households that watched the platform in H2 2024, but not H1 2024



Docuseries and crime dramas are most-binged content

- Docuseries and crime shows are most likely to be binged, as audiences are eager to consume breadcrumb episodes until the end. Lower binge rates for drama and comedy suggest these genres benefit from alternative release strategies, as the one-size-fits-all approach to content distribution no longer works.
- OPPORTUNITY: Streaming companies should extend the breadcrumbs of individual crime shows to similar content and franchise extensions.

Binge rate by genre

Among top 50 shows released in bulk during H2 2024



Docuseries

48%



Crime

44%



Comedy

40%

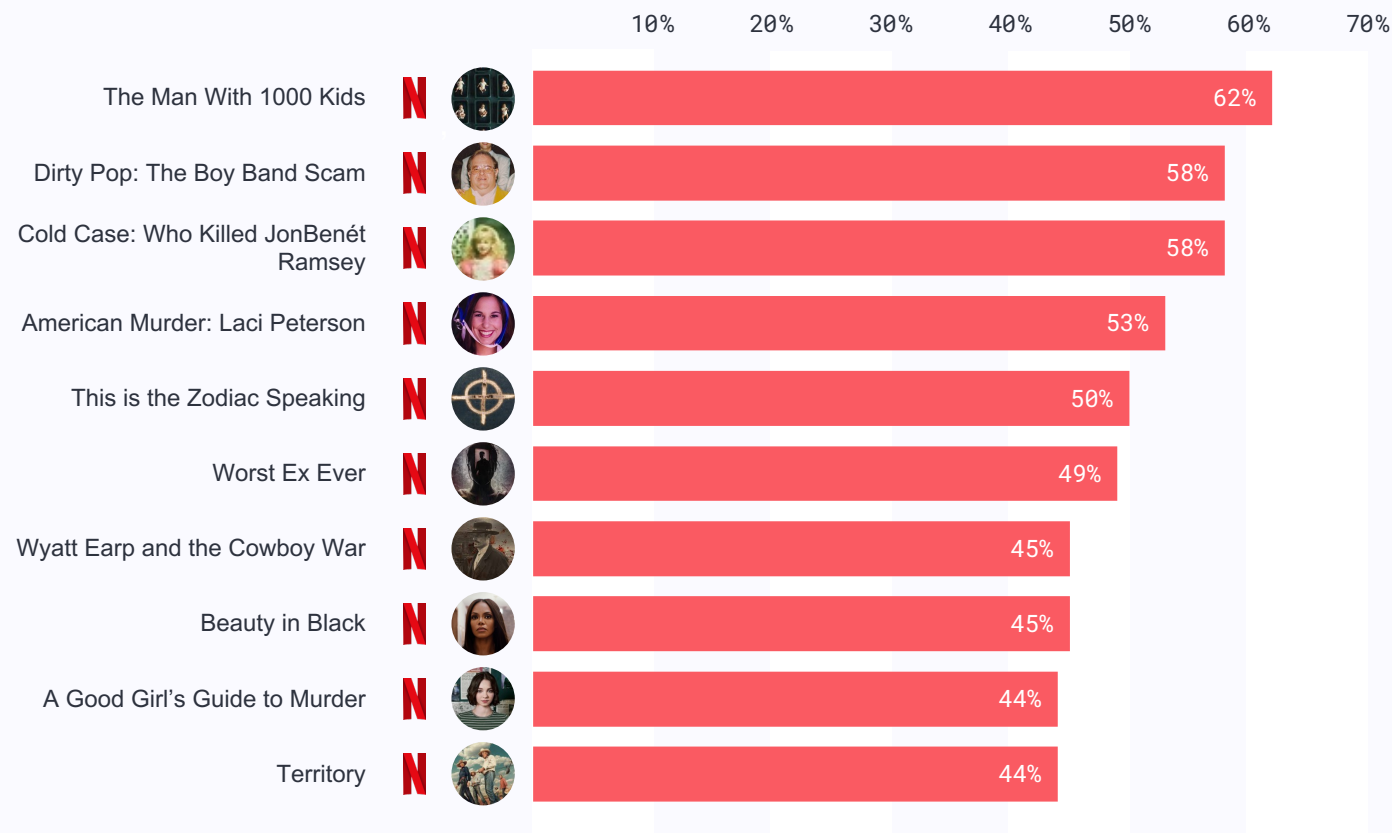


Drama

38%

Top bulk-release streaming shows by binge rate

Based on percent of 31-day season finishers that binged in first five days

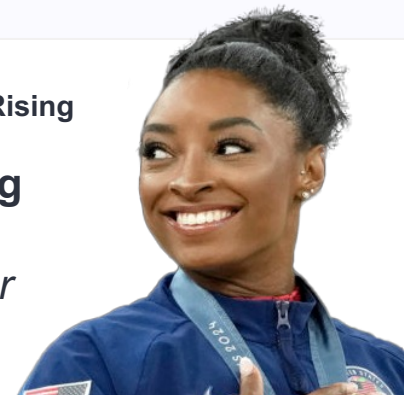


Agatha All Along, Simone Biles Rising, and Bad Monkey built audiences over longer periods, extending the average of two-week discovery window

- The two-week discovery window for new content suggests platforms need to front-load their marketing efforts, as shows that don't find their audience quickly risk getting lost in the content deluge.
- However, some shows break this pattern, demonstrating how word-of-mouth can drive extended discovery periods. For example, Olympics viewers hungry for new content after the games ended were more likely to check out Simone Biles: Rising weeks later.
- OPPORTUNITY: Leverage vocal fanbases to build excitement for shows that start with small, highly engaged audiences.

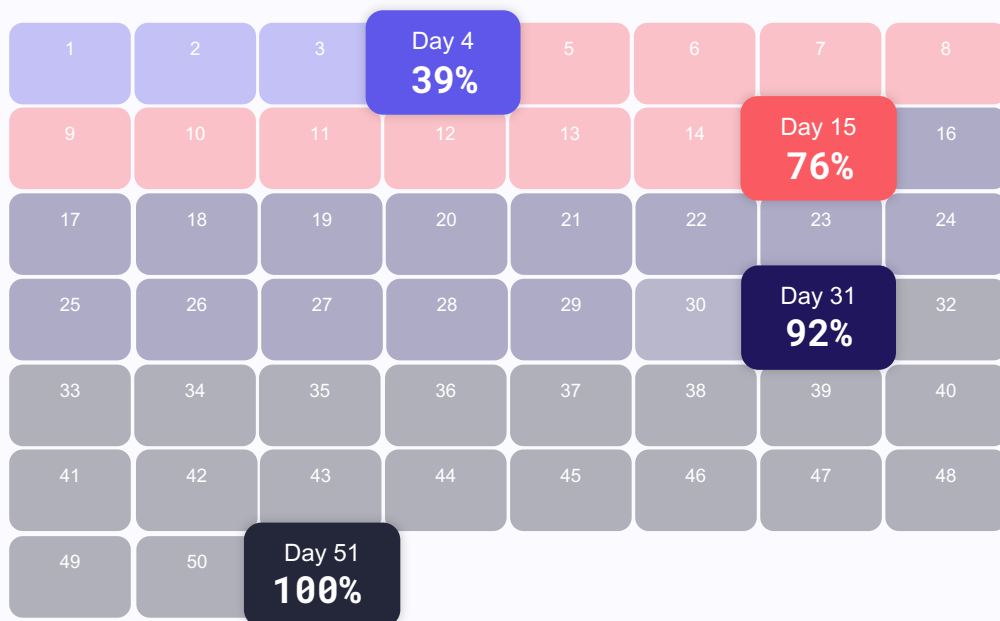
SPOTLIGHT: Simone Biles: Rising

Simone Biles: Rising saw **one-third** of its viewership occur *after* the **first 15 days**



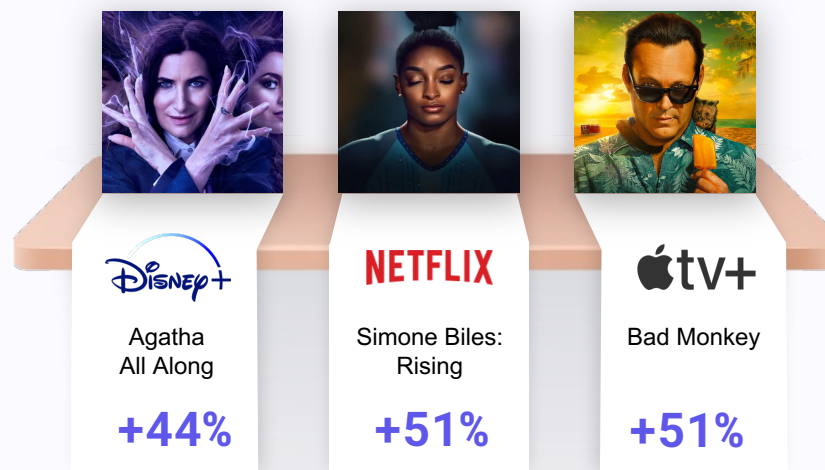
Average household viewership achieved by day

Percentage of 51-day viewership*



Shows with longer discoverability windows than average

Percentage of 51-day viewing households that watched after the first 15 days compared with the average top 50 streaming shows



*Averages include data from the top 50 streaming premieres of H2 2024 released prior to 11/12/24 to allow a full 51-day viewership window to transpire

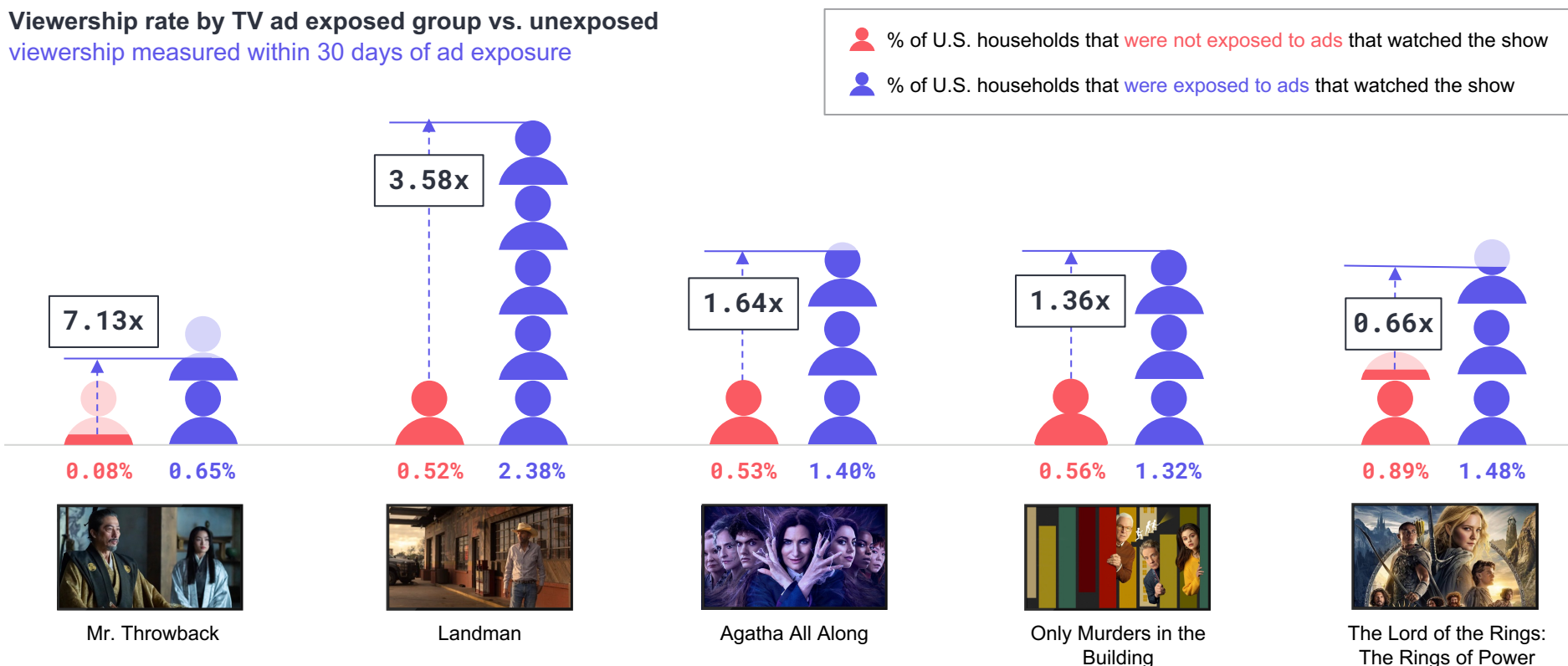
Ads promoting streaming series drive up to 7x more viewership

- Audiences exposed to ads for top streaming programs are up to 7x more likely to watch the program than those not exposed to ads for that program, underscoring the importance of advertising in drawing audiences.
- Some content types benefit more from traditional promotion than others, calling for more nuanced marketing strategies based on factors such as season, genre, and time of year.
- OPPORTUNITY:** Despite the rise of algorithmic recommendations for streaming, advertising remains crucial for building awareness. Entertainment companies can drive adoption with an omnichannel ads strategy targeting shows across linear and streaming channels to ensure reach, while de-duping audiences across platforms to ensure efficiency.

Entertainment outcomes measurement:

Samba TV's best-in-class outcome measurement product for TV viewership. The TV ad exposed viewership rate measures the percentage of households exposed to promotional ads that watched the show, while unexposed viewership rate shows the percentage of households who did not see a promotional ad that watched the show.

Viewership rate by TV ad exposed group vs. unexposed viewership measured within 30 days of ad exposure

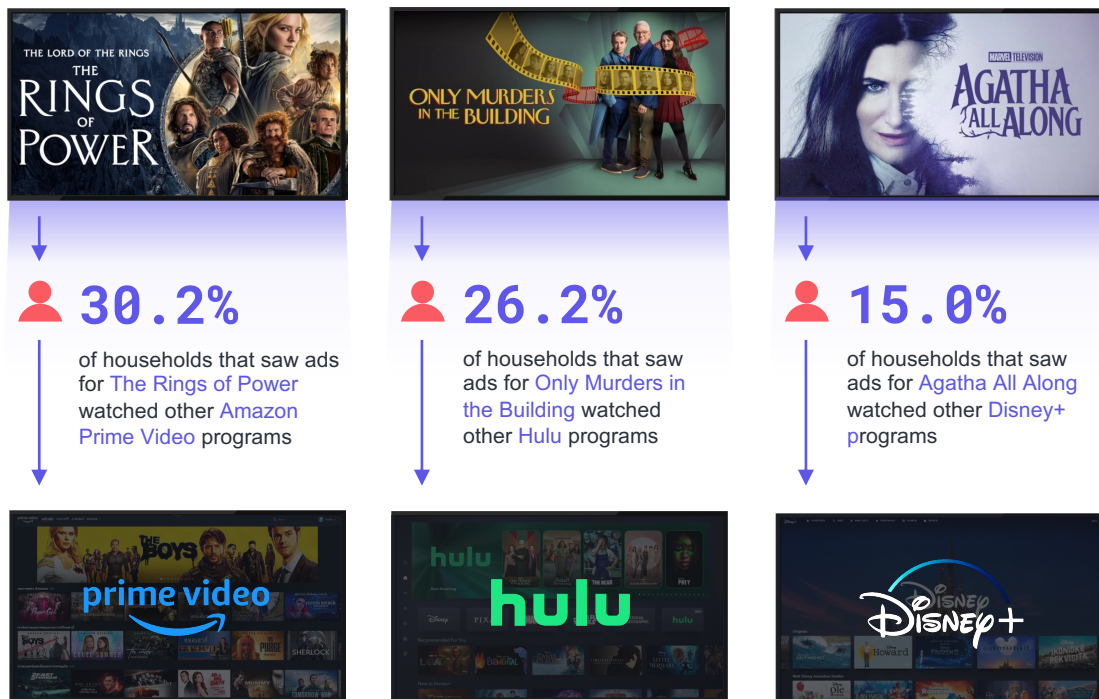


Halo Effect: 30% of households who saw ads promoting Rings of Power also watched other Prime shows

- Data shows that when people see an ad for a new show, a halo effect takes place where they are inspired to check out other programming available on the platform. For example, 30.2% of those exposed to The Lord of the Rings: The Rings of Power ads watched additional Prime shows as well.
- OPPORTUNITY: The strong halo effect metrics demonstrate how strategic content promotion can create a cycle of engagement - when viewers discover new shows through ads, they're likely to explore the platform's broader catalogue, reducing churn and increasing the lifetime value of each subscriber.

Halo effect tune-in rates by platform

Viewership measured within 30 days of ad exposure



“

Samba TV's data on the halo effect, part of our new best-in-class outcome measurement, reveals the multiplier impact of TV advertising for streaming platforms. By promoting their original content, advertisers not only drive viewership for specific shows but also enhance overall consumption across their entire content library.

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Christina Park
Samba TV Vice President
of Strategic Accounts

Biggest TV Moments

From Netflix's live sports debut to record-breaking presidential debates, 2024 was packed with unforgettable TV moments.

Politics dominated ratings on linear TV, while streaming audiences gravitated toward familiar favorites, with shows boasting loyal fanbases leading the charge.

The battle for must-see content intensified, as platforms vied for the rights to marquee events. Highlights like the Olympics and the Mike Tyson vs. Jake Paul fight didn't just draw massive audiences, they also fueled impressive spikes in subscriber growth.



Presidential debates trump NFL games with 51% more viewership

- The presidential and vice presidential debates rocked the linear ratings in the second half of 2024, bucking the years-long trend of the NFL dominating the leaderboard. The presidential debate drove 51% more viewership than the top NFL game during the period.
- Sports remained dominant within the other top linear programs, reinforcing why streamers are making aggressive plays for rights.
- OPPORTUNITY: While the election cycle is over, brands can find attractive alternatives in live events such as the Macy's Parade and news programming, such as 60 Minutes.

93 out of the 100 most watched linear programs of H2 2024 were related to **sports**



Top H2 2024 linear programs Live + same day household viewership

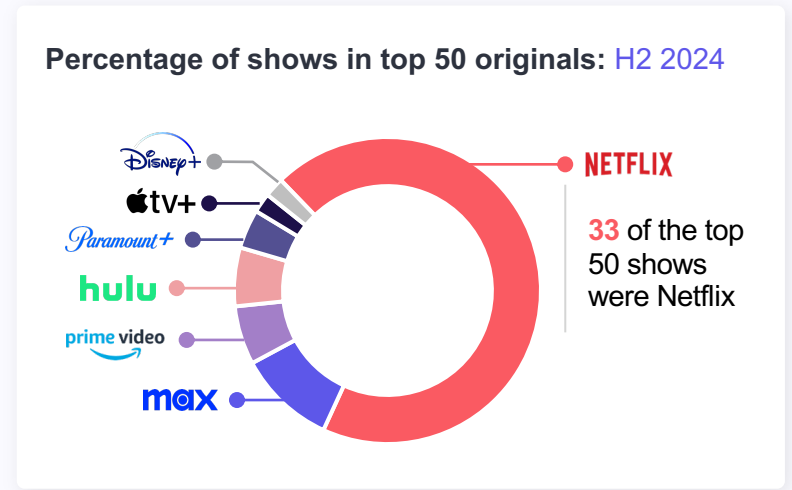
Rank		Network	Households
1	2024 Presidential Debate	Various	28.3M
2	2024 Vice Presidential Debate	Various	20.2M
3	Buffalo Bills vs Kansas City Chiefs	CBS	18.7M
4	Kansas City Chiefs vs Baltimore Ravens	NBC	17.3M
5	Detroit Lions vs Chicago Bears	FOX	16.5M

Top H2 2024 linear programs excluding sports Live + same day household viewership

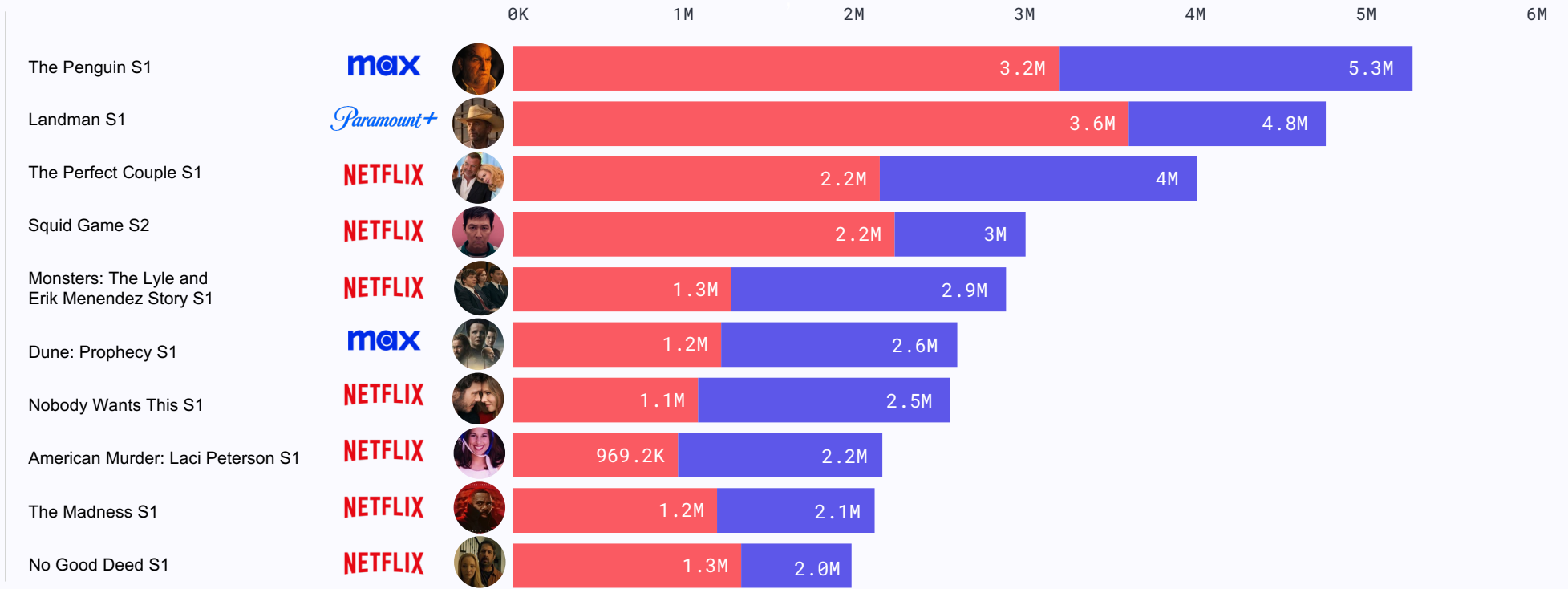
Rank		Network	Households
1	2024 Presidential Debate	Various	28.3M
2	2024 Vice Presidential Debate	Various	20.2M
3	98th Annual Macy's Day Thanksgiving Day Parade	NBC	14.8M
4	60 Minutes	CBS	9.9M
5	Fox News Democracy 2024: Election Coverage	FOX NEWS	9.8M

Max's The Penguin and Paramount+'s Landman emerge as top shows in sea of Netflix

- Max and Paramount+ broke through Netflix's expansive approach to content with strategic investments in existing fanbases such as DC's universe with The Penguin and can't-miss creator Tyler Sheridan with his latest hit, Landman.
- While Netflix lost the top two spots, it continued to maintain a winning strategy overall with two-thirds of the top 50 shows, many of which were scripted originals.
- OPPORTUNITY: For advertisers, there's an opportunity to buy into subscription increases fueled by a hit show by monitoring viewership and subscription trends.



Top H2 2024 streaming shows Household viewership of season premiere



Drama is king with 64% of top shows, but popularity of comedy doubles

- Drama's 64% share of top streaming shows reflects both the genre's prestige appeal and its ability to drive cultural conversation, justifying higher production investments.
- Comedy saw a massive increase year-over-year, with 120% more comedies within the top shows, displacing action, mystery, and adventure from the top content rankings. This is the first time in the past two years comedy has been in the top 5 genres.
- OPPORTUNITY: Platforms are actively diversifying their offerings, recognizing the need for lighter fare to maintain subscriber engagement. Comedy only comprises one in five of the top shows, signaling additional opportunity.

Most represented genres across the top 50 streaming shows: H2 2024



The Penguin was #1 each week and #1 overall

- The Penguin led streaming shows for the second half of 2024, with 5.3M households watching the premiere in the first 15 days.
- People who watched The Penguin were more likely to watch horror content such as Salem's Lot (6.9x) and Before (5.4x).
- OPPORTUNITY: Leverage cross-viewership data to target potential additional viewers in other genres who have shown a propensity to watch.



Over-indexing OTT programs among viewers of The Penguin premiere
Viewership window for The Penguin covers 15 days following premiere



#1
streaming show

Every week during its season

12.1M

U.S. households watched on linear, while 4.6M streamed it

\$200k+

Households in the \$200k group over-indexed by 6% in viewership of the premiere



Salem's Lot

max

6.91x



Before

apple tv+

5.39x



Grottesquerie

hulu

4.70x



Speak No Evil

peacock

4.33x



Hold Your Breath

hulu

4.26x

Enhanced insights show a more granular breakdown of streaming versus linear viewership

- With TV episodes available across a variety of sources, including linear TV airings and streaming platforms, media and entertainment brands often struggle with a clear picture into where audiences are watching this content.
- OPPORTUNITY: Focus on actionable streaming insights, to understand how viewers are watching including granular details on streaming or linear, streaming app names, device types, and more.



Samba TV's enhanced Streaming TV Data is changing the game for platforms, allowing them to get a clear picture of who's watching their programs and how they're watching. The richness of this data provides a new understanding of the signals needed to analyze how viewership changes across different apps, devices, monetization models, and more, allowing platforms to better understand and strategize around how audiences are connecting with their favorite shows.



Jaya Aswani

Samba TV Senior Vice President and Head of Engineering

Household viewership by streaming vs. linear consumption

Most viewed HBO and Max shows of H2 2024

The Penguin S1



Dune: Prophecy S1



Industry S3



Destination Programs such as Landman and Beast Games are key for retention

- When people watch top TV shows they're most often migrating from a different platform or show, rather than turning the TV on specifically to watch. This means that Destination Programs – the shows that people turn the TV on to watch – are a game changer for streamers competing for limited attention from viewers.
- Landman and Beast Games emerged as top Destination Programs, with about half of viewers turning the TV on specifically to watch.
- OPPORTUNITY: Understanding which shows people watch before and after a show provides an opportunity for entertainment companies to engage them to tune in to additional episodes or related shows.

Top Destination Shows

Based on percent of households that turned TV on to watch

Paramount+ 53%



Landman S1

prime video 48%



Beast Games S1

Disney+ 40%



Agatha All Along S1

NETFLIX 38%



Into the Fire: The Lost Daughter S1

prime video 37%



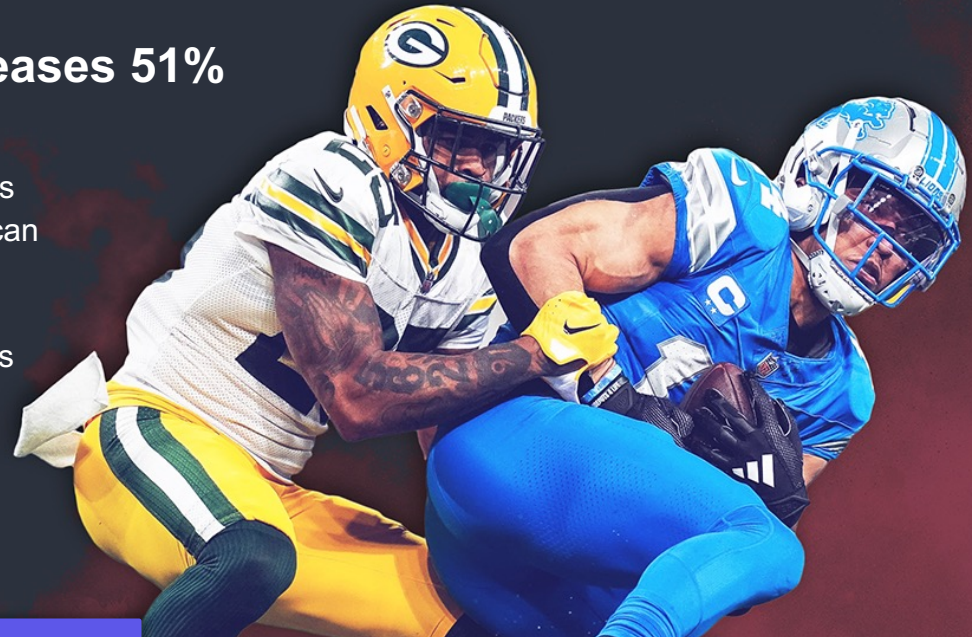
The Lord of the Rings: The Rings of Power S2

Lead-in viewership across top 50 shows: Measures average data across 30-minute window before and after top 50 shows



Thursday Night Football on Prime Video increases 51%

- Prime Video's 51% year-over-year growth in Thursday Night Football viewership validates Amazon's massive investment in live sports rights and the NFL's move to the platform, suggesting streaming platforms can successfully transition traditionally linear sports audiences.
- The strong performance positions Amazon well in the upcoming sports rights negotiations as leagues seek to balance traditional broadcast reach with streaming's targeting capabilities.
- OPPORTUNITY: Live streaming sports provide path to younger, digitally savvy sports fans that are tough to reach on linear.



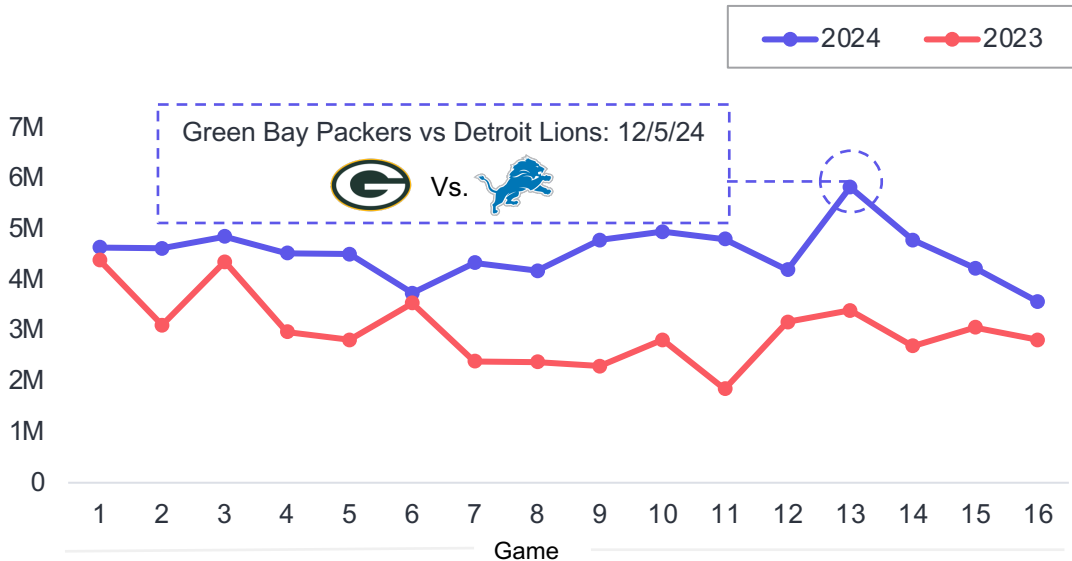
+51%

Average Thursday Night Football game viewership in 2024 vs. 2023

+8%

Households in the \$150k-\$200k group over-indexed by 8% on average across 2024 TNF games

Amazon Prime Video Thursday Night Football game viewership 2023 vs. 2024



“

The data from the NFL's Amazon Prime Video partnership is very encouraging for live sports on streaming, with 51% growth year-over-year and particularly strong performance among key demographics such as millennials and high-income earners. This streaming audience composition demonstrates that Amazon is helping the NFL reach valuable segments of fans who may be less likely to watch traditional broadcasts, validating the strategy to expand the NFL's digital distribution footprint.




Monte Lutz
Samba TV Chief Marketing Officer

”

Live sports on Netflix wins with Jake Paul vs. Mike Tyson and NFL Christmas games

- Netflix's strategic venture into live sports is showing success, with the Jake Paul vs. Mike Tyson fight and NFL Christmas Day games delivering broadcast-level scale while driving a dramatic surge in daily sign-ups.
- Novel sporting events, such as the Jake Paul vs. Mike Tyson fight, demonstrate the sheer scale a streaming platform can achieve for the right exclusive content. It drew in younger, digital natives that are less likely to have cable subscriptions.
- OPPORTUNITY: Netflix's ability to drive strong viewership among high-income households and notoriously fragmented Gen Zers suggests live sports could become a key differentiator in Netflix's content strategy, as it seeks to maintain its leadership position.




9.3M

U.S. households watched the Jake Paul vs. Mike Tyson fight

+5%

Gen Z households over-indexed by 5% based on viewership of the Jake Paul vs. Mike Tyson fight



5.4M

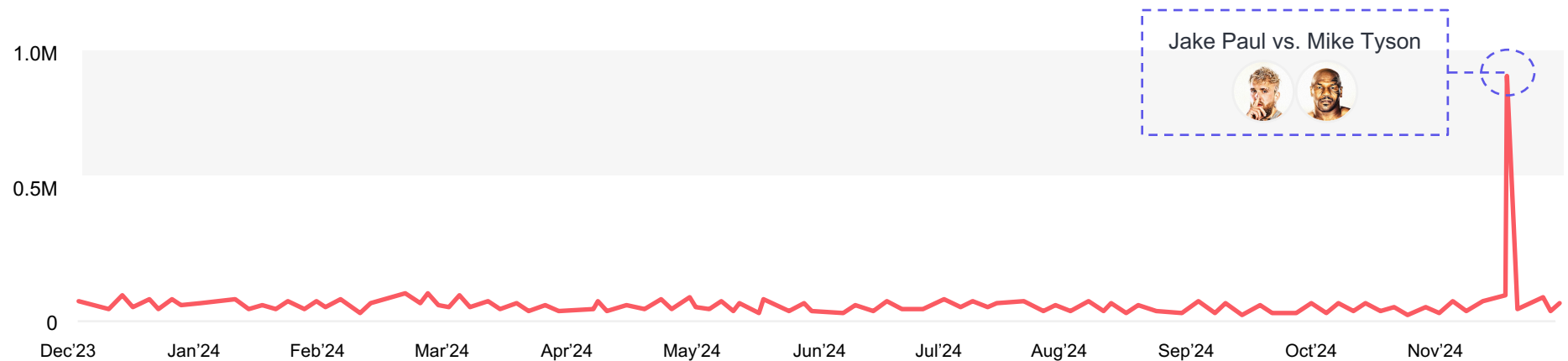
U.S. households watched the Chiefs vs. Steelers game on Christmas Day

+7%

Households in the \$150k-\$200k group over-indexed by 7% based on viewership of the Chiefs vs. Steelers game

Netflix daily sign-ups: December 2023 - November 2024

Source: Antenna



Olympics viewership soars 11%, with women's sports rocking the ratings

- Paris 2024 Olympics' viewership growth over both Tokyo (+11%) and Beijing's Winter Olympics (+25%), demonstrates the enduring appeal of marquee sporting events even as viewing habits fragment. Viewers showed strong interest in women's gymnastics. Major brands rolled out big-budget campaigns tied to Olympic themes, and NBCU's sales reflected strong sponsor engagement.
- The Paris 2024 Olympics were also a streaming milestone: Peacock saw a dramatic surge in subscriptions, as a significant portion of the Olympics audience streamed events live or on-demand. Peacock's strong Olympics-driven subscriber acquisition validates NBCUniversal's hybrid distribution strategy, showing how traditional media companies can leverage streaming to expand reach while maintaining linear viewership.
- OPPORTUNITY: Serving exclusive content on both linear and streaming can drive larger audiences, and appeal to unique viewing behaviors on each.

+11% U.S. household reach for Paris 2024 vs. Tokyo 2020

+25% U.S. household reach for Paris 2024 vs. Beijing 2022

2.8M Peacock seven-day sign-ups surrounding Paris 2024

Top 3 days by Olympics viewership

#1 July 28 (Day 3)
27.8M U.S. HHs

#2 August 4 (Day 10)
25.7M U.S. HHs

#3 August 3 (Day 9)
24.7M U.S. HHs

Voters in swing states were more likely to watch FOX News than MSNBC, serving as early indicator of Trump election results

- Interest in the presidential election was high. The Harris vs. Trump presidential debate was the most-viewed linear event of H2 2024.
- Where people watched election news was an indicator of how the country was leaning, resulting in the viewership numbers of different news networks becoming an early predictor of election results. The majority of viewers in key swing states tuned in to right-leaning FOX News as opposed to left-leaning MSNBC. FOX News continued this lead through Election Night, with 13M viewers during primetime, outpacing other networks. Swing state viewership proved to be a better predictor than ad saturation, which would have indicated a different result: Harris ads reached 68% of U.S. households vs. Trump at 59%.
- OPPORTUNITY: Viewership trends and contextual data can be leveraged to predict shifts in consumer preferences as they occur.

28.3M

U.S. households watched the **Harris/Trump** debate on 9/10/24



25.2M

U.S. households watched the **Biden/Trump** debate on 6/27/24

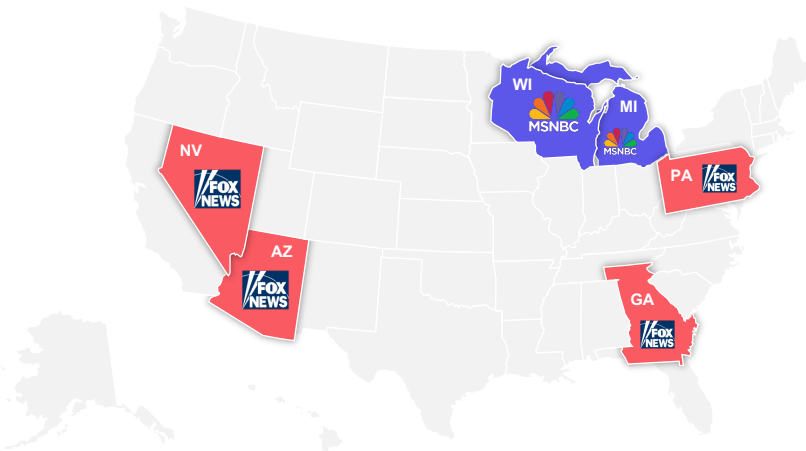
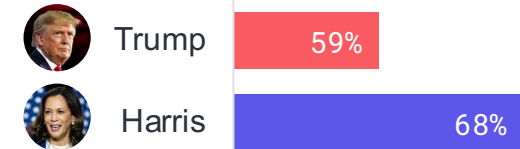


13.3M

U.S. households watched **both** the Harris/Trump debate and the Biden/Trump debate



Percentage of U.S. households reached by campaign TV ads



Q. Are households in **swing states** more likely to get their news on **FOX News** or **MSNBC**?

Swing state voters were more likely to watch FOX News than MSNBC

Advertising

The advertising landscape is evolving, with brands becoming more innovative in how they connect with audiences across streaming and traditional TV.

By leveraging AI-driven data and strategic insights, they're cutting through the clutter to align attention with intention.

As repetitive ads oversaturate the same viewers, while also missing valuable segments such as high-income earners, it has never been more critical to find a smarter, more targeted approach.



Retail and electronics brands among top advertisers during holiday season

- Ad spend was robust in the second half of 2024 as brands were eager to make up for cautious spending earlier in the year. The result was a highly competitive ad market in November and December, on TV and online.
- The holiday ad blitz shook up the ad leaderboard, propelling retailers like Macy's, Kohl's, and Walmart into the spotlight. None of these brands cracked the top 20 in the first half of 2024, highlighting their decision to reserve firepower for the crucial holiday season, resulting in a high-stakes push to drive sales when it mattered most.
- On the flip side, two of the top three advertisers chose a steady-does-it approach with spend as they maintained their top spots quarter-over-quarter and year-over-year.



Top H2 2024 linear + OTT advertisers* by impressions H2 2024 vs. H2 2023

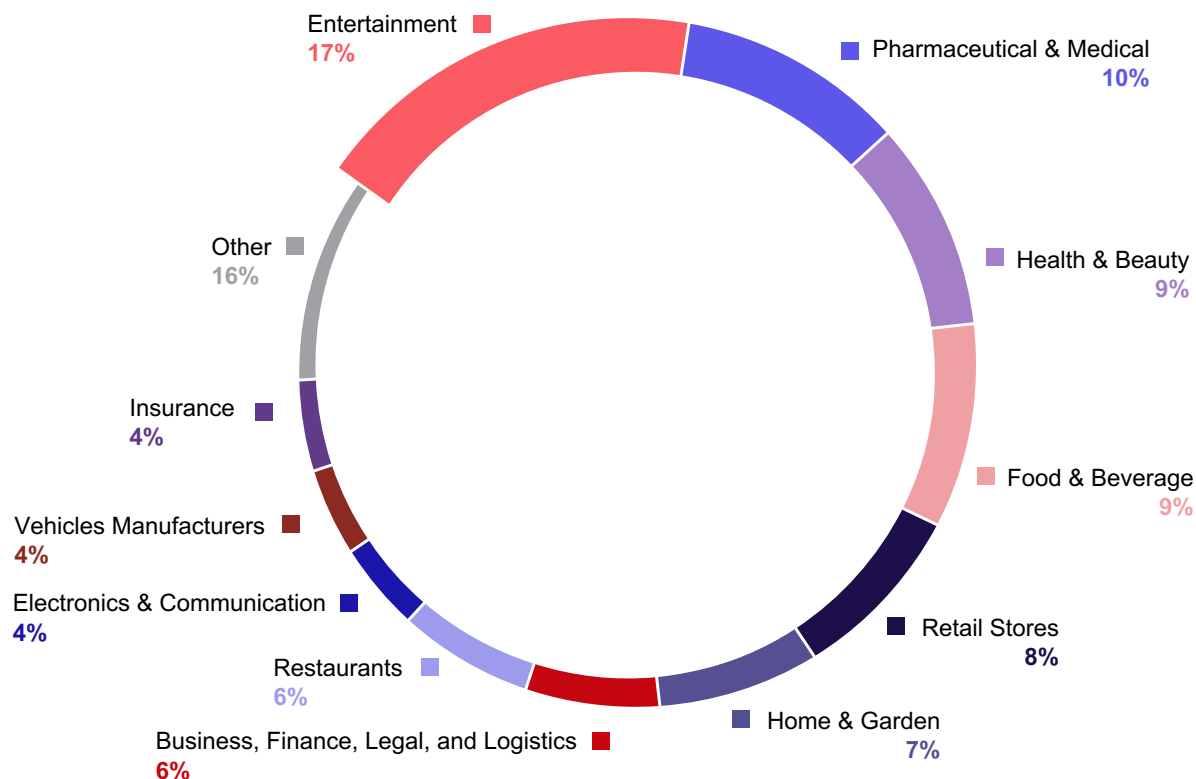
1	PROGRESSIVE	+27%	11	Consumer Cellular	+17%
2	verizon	-7%	12	KOHL'S	+4%
3	Domino's	-8%	13	Walmart	-6%
↑ 4	★ macy's	+45%	14	Skyrizi	+2%
5	BURGER KING	+28%	15	TOYOTA	-1%
6	CHASE	+37%	16	DUPIXENT (dupilumab)	+3%
7	Liberty Mutual INSURANCE	-24%	17	HYUNDAI	-2%
8	T-Mobile	+7%	18	TARGET	-16%
↑ 9	xfinity	+42%	19	SUBWAY	-23%
10	Wendy's	+1%	20	VICKS	+35%

*Excludes TV networks

Entertainment, pharma, health, and food advertisers dominate TV screens

- Four categories dominated nearly half of all TV ad impressions: Entertainment (17%), Pharmaceutical (10%), Health & Beauty (9%), and Food & Beverage (9%). Retail gained one percentage point share of voice, aligned with the holiday season.
- Although insurance brands comprise two of the top 10 advertisers based on impressions, including the number one brand (Progressive), the relatively limited number of players in this space means Insurance represents just 4% of overall impressions.
- OPPORTUNITY: Identify arbitrage opportunities to drive impressions in categories where competition is not investing.

Percent of total linear & OTT ad impressions served: H2 2024




























MAGAds see growth during election cycle

- New brands emerged on top in the election lead up with massive impressions served by conservative-leaning advertisers Fox News Radio (+38,828%), Make America Great Again (+782%), and 4Patriots (+206%).
- Insurance comparison platform Insurify drove the largest increase in ad impressions year-over-year, with its campaign emphasizing savings. Insurify ran an eye-popping 1.8B ad impressions this year vs. only 1M last year.
- OPPORTUNITY: Publishers looking to monetize should be aware of vertical ad spend fluctuations, such as Health and Wellness where Tremfya (+308%), Aetna (+363%), and Robitussin (+187%) capitalized on cold and flu season, open enrollment and FSA.

Top 25 advertisers based on year-over-year growth in linear & OTT ad impressions

Among top 500 advertisers, H2 2024 vs H2 2023

+138,120%	+83,949%	+38,828%	+11,852%	+782%
				
+658%	+470%	+461%	+395%	+391%
				
+363%	+308%	+304%	+278%	+266%
				
+262%	+258%	+255%	+209%	+206%
				
+205%	+188%	+187%	+164%	+162%
				

During the crucial holiday season, restaurants and retailers pulled back on spend

- At a time of year of gatherings and shopping, several restaurants (Red Lobster at -60%, Arby's at -49%, Sonic at -44%) and retailers (Dick's at -41%, JCPenney at -41%, Ulta at -39%) pulled back on spend year-over-year.
- Elsewhere, we saw competitors give ground as PrizePicks dropped spend by 49%, as opposed to DraftKings, which was up 461%.
- OPPORTUNITY: View pull-backs by companies in your sector as an opportunity to gain market share by increasing ad spend.

Bottom 25 advertisers based on year-over-year growth in linear & OTT ad impressions

Among top 500 advertisers, H2 2024 vs H2 2023



Capital One logo is seen onscreen the most during MLB World Series Game 5

- Capital One, the primary sponsor of the MLB World Series, had its logo appear 544 times (8x more than GEICO and 16x more than Mastercard).
- While Capital One bet big on maximum exposure, GEICO and Mastercard achieved similar reach of 12M households, but with fewer instances of their logo being displayed.
- OPPORTUNITY: Quantify impact of logo placement in sports sponsorships to understand return on sports marketing investment with Samba AI™ identifying and measuring products and logos seen onscreen.



The World Series showed us how brands are rethinking their approach to major sporting events. Capital One won big with the highest average frequency of its brand on screens, whereas others like Mastercard achieved strong reach but with far fewer touch-points. This type of analysis allows brands to understand and optimize paid placements in a more advanced way than ever before, raising important questions about how best to approach high-volume advertising during premium live sports.



Omar Zennadi

Samba TV Senior Vice President of Technology

MLB World Series Game 5 logo brand comparison



Logo Intervals	544
Household Reach	13.1M
Impressions	2.6B
Average Frequency	199



Logo Intervals	63
Household Reach	11.7M
Impressions	167M
Average Frequency	14



Logo Intervals	34
Household Reach	12.4M
Impressions	153M
Average Frequency	12

Half of households over-exposed with 149 ads per day (91% of all TV ad impressions)

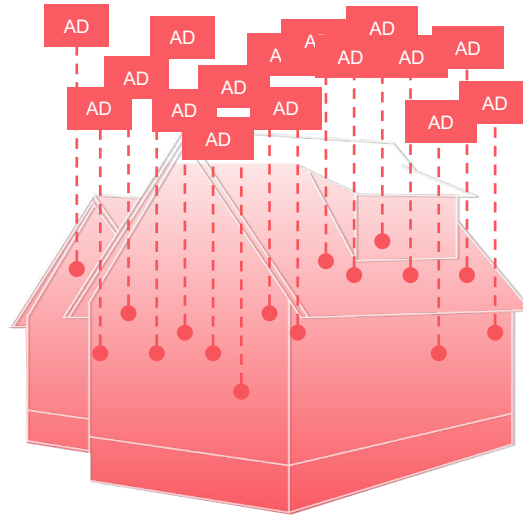
- The need to balance reach and frequency remains essential for advertisers, as the vast majority (91%) of ads reach just half of households. With 50% of linear TV households bombarded with almost 150 ads per day and the other 50% seeing just 10, there is clear waste in traditional TV advertising.
- OPPORTUNITY: Leverage Samba's True Reach and Frequency measurement insights to optimize ad frequency and creative per channel, preventing burnout—especially for heavy linear viewers.

149

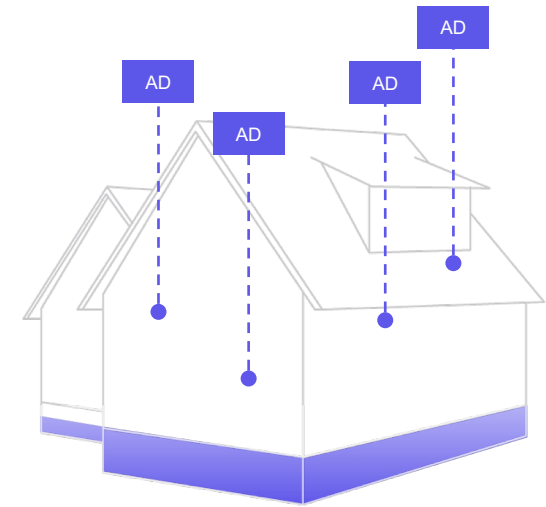
Average number of TV ads seen per day by the **top 50%** of linear TV households

10

Average number of TV ads seen per day by the **bottom 50%** of linear TV households per day



91% of TV ad impressions reached the **top 50%** of linear TV households:
H2 2024



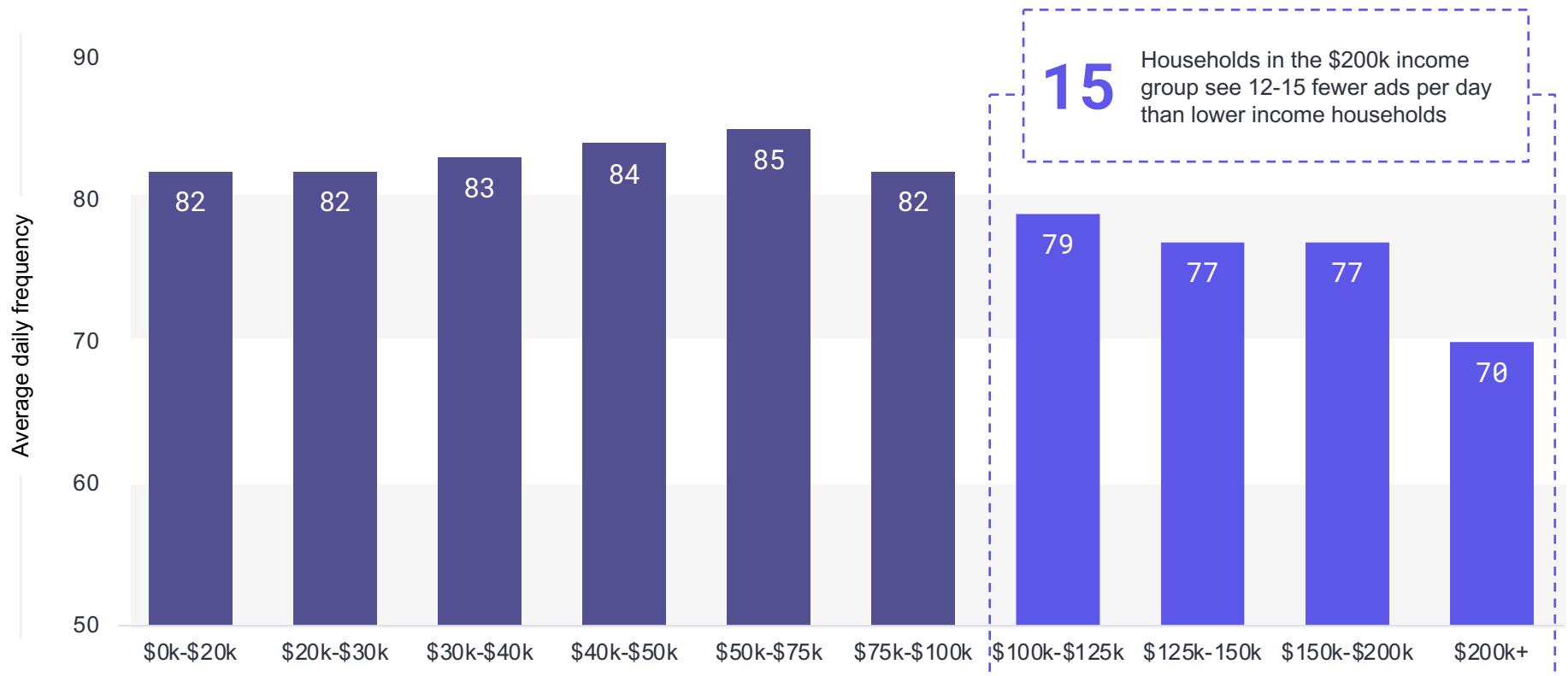
9% of TV ad impressions reached the **bottom 50%** of linear TV households:
H2 2024



Brands leave money on the table by underserving high-income households, who receive 15 fewer ads per day than lower income households

- There is an inverse correlation between household income and ad frequency: high-income households see fewer ads. Linear advertisers are not effectively reaching high-income households as these audiences shift to streaming platforms and watch less TV.
- OPPORTUNITY: This unveils a clear opportunity for advertisers to adopt more precise targeting strategies and a smarter media mix to better connect with affluent households.

Average daily frequency of ad impressions vs. household income level: H2 2024



Attention + intention: Macy's served the highest number TV ad impressions during the holidays, while Walmart had the highest percent of positive sentiment

- Leveraging Semasio's semantic analysis of the open web, alongside billions of ad impressions over the holiday period, brands can understand customer intent, perceptions of the brand, and whether consumers are speaking positively about deals.
- Macy's had the highest ad impressions but mixed sentiment (7% positive, 4% negative). Walmart had the highest percent of positive sentiment, while Amazon had fewer impressions, as well as lower positive and negative sentiment.
- OPPORTUNITY: TV ads drive attention, but ultimately brands want to understand whether they drive intent to purchase. Track ad impressions and corresponding brand-related chatter to understand consumer intent associated with exposure.

 2.8B TV ad impressions	 2.1B TV ad impressions	 2.0B TV ad impressions	 1.6B TV ad impressions
Positive sentiment 7%	Positive sentiment 11%	Positive sentiment 7%	Positive sentiment 3%
<ul style="list-style-type: none"> Praise of Macy's efforts to revamp its image Satisfaction with customer experience 	<ul style="list-style-type: none"> Praise of the value Walmart provides to customers and community Excitement around holiday sales, including on TVs and Dyson technology 	<ul style="list-style-type: none"> Positive reviews and endorsements of products and services Excitement around exclusive promotions, discounts, and rewards 	<ul style="list-style-type: none"> Praise of Amazon's innovative technology, such as Alexa and games like Wordle Satisfaction around promotions, such as Prime Day deals
Negative sentiment 4%	Negative sentiment 6%	Negative sentiment 2%	Negative sentiment 1%
<ul style="list-style-type: none"> Concern over safety around and in Macy's stores Focus on store closures and poor financial performance 	<ul style="list-style-type: none"> Poor employee treatment Concern over product quality and safety 	<ul style="list-style-type: none"> Disapproval of store atmosphere, including thefts Disappointment around quality of products, services 	<ul style="list-style-type: none"> Controversies around employee treatment, including workplace safety Delayed deliveries

Note: neutral conversation excluded from percentage breakdown; conversation and ad impressions measured during December 2024

Genesis, Lincoln, and Cadillac increased ad spend, countering decreased spend from most automotive brands

- Only three automotive brands within the top 500 advertisers served more ad impressions in the second half of 2024 than 2023: Genesis, The Lincoln Motor Company, and Cadillac. While Toyota, Hyundai, and GMC were essentially flat, others pulled back significantly.
- OPPORTUNITY: With the majority of auto manufacturers pulling back on ad spend, there's an opportunity for others to take that market share, which they can more effectively by integrating Samba TV [targeting segments](#) and [Semasio](#) contextual targeting segments.

Growing automotive brands

Top increases among automotive brands in top 500 advertisers

1 +39%



2 +25%



3 +11%



*Note: no other automotive brands in top 500 drove increases in ad impressions

Want to reach automotive intenders?

Use [Semasio](#) (a Samba TV company) segments:



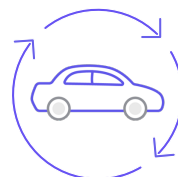
Car insurance



EVs



Auto leasing



Used cars

Top automotive advertisers by ad impressions: H2 2024 vs. H2 2023

1	TOYOTA	-1%
2	HYUNDAI	-2%
3	Ford	-9%
4	CHEVROLET	-29%
5	NISSAN	-10%
6	GMC	0%
7	LEXUS	-8%
8	KIA	-11%
9	HONDA	-13%
10	SUBARU	-23%

Laundry brands clean up with 40% of biggest gainers among top CPG brands

- CPG increased its CTV spend by the highest margin of any vertical in 2024. Four of the top five CPG brands serving the highest number of impressions grew double-digits over last year.
- Persil washed out the competition with its new ad campaign featuring Olympian Usain Bolt, helping it land one of the highest yearly increase in impressions of any CPG brand.
- OPPORTUNITY: Monitor competitor spend patterns and placement to determine whether to increase in parallel or find alternate engagement strategies (e.g., retail media, sampling).

Growing CPG brands

Top increases among CPG brands in top 500 advertisers



Want to reach CPG buyers?

Use **Semasio** (a Samba TV company) segments:



Barbecue & Grill



Beer & Craft Beer



Brunch Enthusiast



Food Delivery Services

Top CPG advertisers by ad impressions: H2 2024 vs. H2 2023

1	OLAY	+35%
2	Febreze	+42%
3	Downy	-26%
4	Swiffer	+52%
5	SENSODYNE	+44%
6	Crest	-7%
7	Dove	-9%
8	Tide	-21%
9	Ensure	-22%
10	all	+3%

Pharma ads surge as consumers prioritize health

- Each of the top 10 pharmaceutical advertisers increased impressions year-over-year, with Vicks, Robitussin, Mucinex, and Advil leaning in for the cold and flu season.
- Three of the standout brands belonged to psoriasis treatments, including the top two advertisers by impressions (Skyrizi and Dupixent) as well as the second largest gainer of pharma brands (Tremfya).
- OPPORTUNITY: With significant increase in spend comes the potential for over-saturating certain audiences. Focus on incremental audiences to increase ROI.

Growing pharmaceutical brands

Top increases among pharmaceutical brands in top 500 advertisers



Want to double-click on audiences making pharmaceutical purchases?

Use Samba TV segments:



Households exposed to pharmaceutical and medical ads



Incremental audiences



Ad exposure: over-the-counter medications

Top pharmaceutical advertisers by impressions: H2 2024 vs. H2 2023

1		+2%
2		+3%
3		+35%
4		+1%
5		+23%
6		+35%
7		+308%
8		+36%
9		+36%
10		+58%

Key Takeaways and Implications for 2025

Advertisers must be agile, data-driven, and focused on consumer experience. These insights from H2 2024 can guide 2025 strategies.

1 Streaming Sports Takes the Lead

Live sports on streaming now competes with traditional TV, blending scale with digital targeting, while reaching a younger, more diverse audience. The Jake Paul vs. Mike Tyson fight proved streaming can host major TV events, opening new sponsorship and ad opportunities. Brands must follow the shifting audience.

2 Live Events Still Matter, But Diversify

Live events such as the Olympics and election attract big audiences, but don't rely solely on linear TV. Allocate spend across broadcast and streaming, use interactive formats, and align creative with event moments for maximum impact. Streaming-exclusive events are now a viable alternative.

3 Drive Early Awareness for New Shows

Data around how and when viewers watch their favorite shows indicates that platforms need to front-load their marketing efforts to capitalize on the two-week discoverability window. Entertainment outcomes measurement can help ensure campaigns are being executed with efficiency.

4 Ad-supported streaming will reshape the CTV landscape

With 56% of new subscribers choosing ad-supported options, the scale, inventory and diversity of CTV advertising opportunities will continue to expand in 2025, and at a more cost-effective price point than expensive linear buys. Build media plans that account for new subscribers on ad-supported platforms, and cap frequency across channels.

5 Follow the Data

Follow audience behavior, not last year's media mix. Shift budgets based on viewership trends—potentially increasing streaming, adjusting within linear (e.g., prioritizing tentpole events like sports), and exploring new formats like interactive and contextual ads. Avoid overspending on shrinking eyeballs.

6 Cross-Platform is Essential

TV, streaming, and digital now blend seamlessly in consumer habits. Advertisers who coordinated impressions across platforms saw better results in sales, engagement, and customer growth. Omniscreen strategies will drive superior ROI.

7 Optimize Ad Frequency and Creative

Linear suffers from over-frequency; streaming risks underexposure. Use frequency capping and measure true reach and frequency of campaigns to avoid ad fatigue and ensure balanced reach. Samba TV's data shows that 91% of TV ads hit just half of households, and those households were more likely to be among lower income groups—don't waste impressions.

8 Transparency & First-Party Data Win

Privacy-focused targeting is essential. Advertisers investing in first-party data (via CRM, apps, clean rooms) gain precision and efficiency. Contextual AI-powered ads offer a privacy-compliant alternative, aligning with content instead of user history.

9 AI-Driven Contextual Ads

AI enables ads to match the mood and context of content in real time, improving relevance without full reliance on past behavior. AI-curated contextual targeting can provide brands with boosted engagement and drive superior outcomes.

10 Measure and Prove ROI

Demand clear attribution for every media dollar. Use conversion lift studies and attribution models to tie on-screen ad impressions directly to business outcomes—whether web visits, app installs, box office sales, TV show viewership, or in-store purchases.