



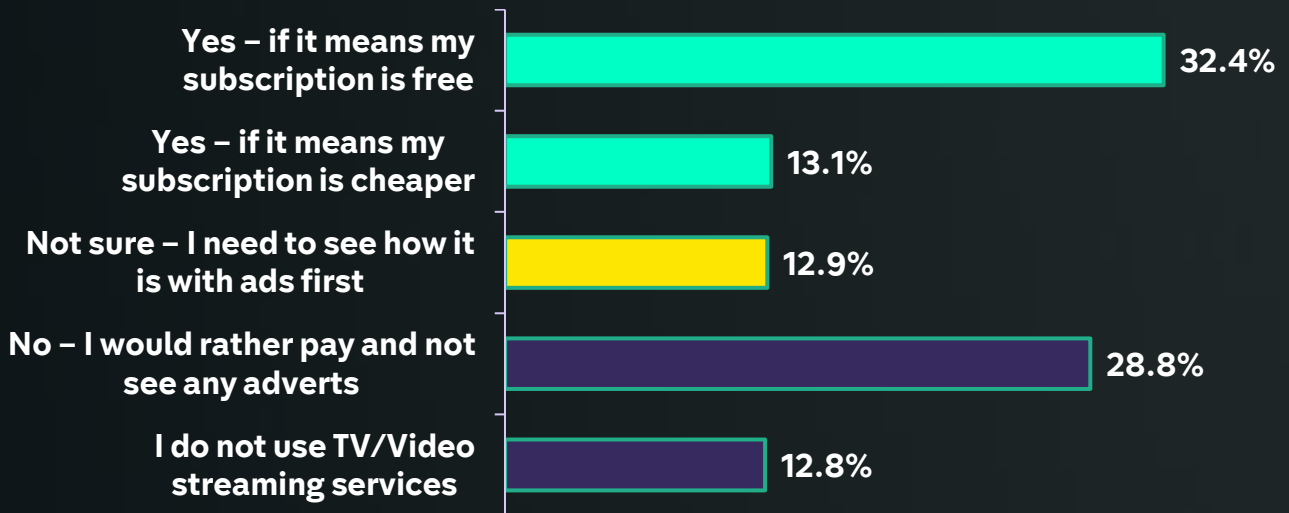
# Advertising On Streaming Services

The latest release of TGI data explores how UK consumers feel today about advertising on subscription TV/video-streaming services.

Take a look at some of the key insights below!

## Are consumers willing to see ads on streaming services?

Nearly half (**45%**) of those who have a subscription service are open to seeing ads on streaming services, providing it comes with some sort of discount.



## Plans To Cancel a Subscription Service

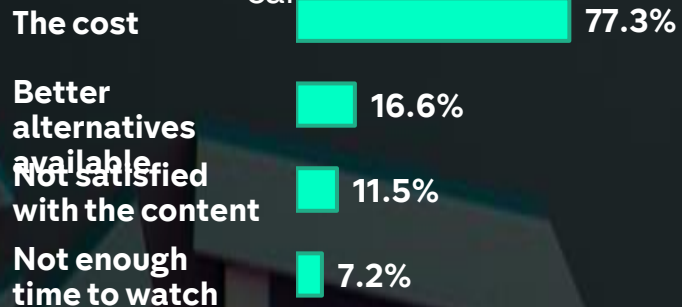
Despite the cost-of-living crisis that consumers are facing, the majority of those who have a subscription service are not planning to cancel.

**26.8m UK adults** pay for a TV/Video subscription service, out of which...

**58%** say they are not planning to cancel in the next 6 months (**15.6m adults**)

**11%** are planning to cancel in the next 6 months (**2.9m adults**)

**Cost** was cited as the primary reason amongst those looking to cancel

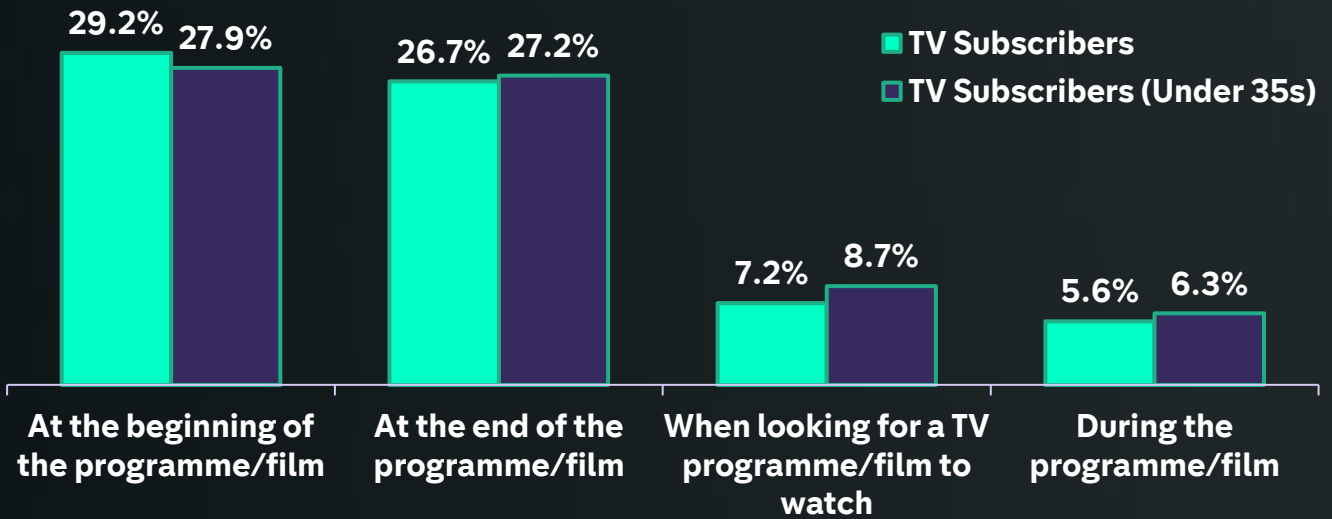




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## How do streamers like to be served ads?

Those with a TV subscription are more willing to see ads either at the beginning or the end of a programme.



## When do people watch and their attitudes towards streaming services

43% of subscribers say they watch streaming services at the end of the day in order to unwind, while more than half (55%) feel that there are too many streaming services available.

When do they watch subscription TV on most days (ranked by %):



43%

At the end of the day to unwind



37%

When having some me time and relaxing



25%

As a shared activity with friends/family

% of subscribers who agree with the following statements:

56% "I would be happy with adverts on a streaming service as long as I can skip them"

"I think there are too many subscription streaming services available" 55%

44% "If streaming services show adverts they must be relevant to the viewer"

"It is important to me where a subscription service stands on social matters" 24%