

1H 2024

VIDEO MARKETPLACE REPORT

THE EXPANSION OF STREAMING



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The FreeWheel Video Marketplace Report highlights the changing dynamics of how enterprise-class content owners and distributors are monetizing premium digital video content.

The data set used for this report is one of the largest available on the usage and monetization of professional, rights-managed ad-supported video content worldwide and is based on aggregated advertising data collected through the FreeWheel platform.

In this edition of the VMR, we explore video advertising trends for the first half of 2024 (1H 2024). This report includes findings that build on the insights unveiled in the previous VMR (2H 2023) in both the United States (U.S.) and Europe (EUR).*

#FreeWheelVMR

**European countries included: Belgium, Denmark, Estonia, Finland, France, Germany, Italy, Latvia, Lithuania, Netherlands, Norway, Spain, Sweden, and the United Kingdom.*

Data Note: 1H 2024 Video Marketplace Report utilizes an updated methodology to identify ad views by geographic region as the premium video ecosystem continues to expand globally. This new methodology has been retroactively incorporated into the year-over-year growth calculations.

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INTRODUCTION

Constant change is a familiar concept to the streaming ecosystem. Across geographic regions, publisher business models, addressability, live and video on demand (VOD), and distribution platforms, the industry has experienced rapid change – requiring adaptation and creating new opportunities.

FreeWheel Advisory Services has outlined significant shifts from the past five years in its *Evolution of Streaming in the Premium Video Ecosystem* [timeline](#). Live sports, subscription bundling, and retail media are avenues where expansion continues.

LIVE SPORTS GROWTH

The first half of 2024 saw major multiscreen TV sporting events including the most-watched basketball game since 2019 (NCAA 2024 Women’s Championship) and the most-watched Super Bowl in history (Super Bowl LVIII).¹ In June/July, ITV aired this year’s UEFA Euro 2024 with their streaming platform, ITVX, hitting a new milestone of 16.8 million streams for the England v. Netherlands semi-final.² With the ongoing success of tentpole events, live streaming presents a growing opportunity for both publishers and advertisers to reach and target millions of simultaneous viewers.

SUBSCRIPTION BUNDLE EXPANSION

In May 2024, Comcast announced a new streaming bundle of Peacock, Apple TV+, and Netflix called Xfinity Stream Saver. The same month, Disney and Warner Bros. Discovery announced a new bundle offering of Disney+, Hulu, and Max available in both the ad-supported and ad-free tiers. This harkens back to the days of cable television bundling where audiences pay one fee for access to a wide range of entertainment. For viewers looking to access multiple platforms, bundling can lower overall costs and limit the experience of fragmentation.

STREAMING AS A PERFORMANCE VEHICLE

In the United States (U.S.), retail media businesses within major retail companies have invested in opportunities to scale with connected TV (CTV), exemplified in Albertsons’ 2024 launch of Collective TV and Walmart’s plan to acquire Vizio. In Europe (EUR), there has been an acceleration of initiatives enabling brands to improve the effectiveness of their campaigns by better targeting viewers through broadcasters and retail media tie-ups which allows retail data to be matched with broadcasters’ VOD viewing data, enabling brand owners to understand who purchased the product amongst consumers exposed to an ad.

This Video Marketplace Report analyzes premium video viewership during the first half of 2024, exploring ad views across devices, transaction types, content types, and more.

Evolution of Streaming in the Premium Video Ecosystem

MAJOR STREAMING SERVICES LAUNCH

2019

"The premium video streaming landscape continues to get more competitive as new direct-to-consumer (DTC) offerings hit viewer screens. In November 2019, Apple TV+ and Disney+ debuted with NBCU's Peacock and Warner Media's HBO Max set to follow in 2020."

[Read More →](#)

AUDIENCE BEHAVIORS SHIFT

2020

"The explosive growth of CTV and streaming services changes audience behaviors and expectations, creates new advertising opportunities for marketers, and transforms the TV landscape for publishers."

[Read More →](#)

DIRECT-TO-CONSUMER DOMINATES

2021

"In the first half of the year, DTC surpasses TV Everywhere (TVE) for the first time [in the U.S]."

[Read More →](#)

FAST CHANNELS REDEFINE DISTRIBUTION

2022

"Free ad-supported streaming television (FAST) [...] opens the floodgates for publishers to monetize content while giving viewers the experience they crave – a live linear experience like having a cable subscription."

In EUR, TVE continues to gain momentum as new streaming services from major broadcasters grow rapidly.

[Read More →](#)

THE LIVE OPPORTUNITY GROWS

2023

"The growth of live video content on streaming presents a synergistic opportunity to bridge traditional live TV with the digital ecosystem."

[Read More →](#)

STREAMING EXPANDS

2024

This report explores the expansion of streaming in the first half of 2024. The second half of this year will capture data from the Paris 2024 Summer Olympics and Paralympics, and the peak of U.S. election season.

The above quotes are sourced from FreeWheel's historical Video Marketplace Reports.



KEY TAKEAWAYS

- 1 PROGRAMMATIC EXPANDS:** Programmatic ad views have increased by double digits in the U.S. (+15%) and EUR (+41%) as publishers in both geographic regions continue to leverage this transaction type.
- 2 CONNECTED TV DOMINATES:** CTV has grown +31% in EUR, making it the primary device type (46%) through which viewers watch ad-supported content. CTV remains strong in the U.S., capturing 83% of ad views in the first half of 2024.
- 3 ADDRESSABILITY IS ON THE RISE:** Audience targeting has drastically increased, with ad views that use audience targeting rising +39% in the U.S. and +23% in EUR compared to the first half of last year.
- 4 LIVE STREAMING IS PREDICTED TO GROW:** As viewers continue to leverage streaming, it is anticipated that the second half of this year will see growth in live sports ad views due to major tentpole events including the Paris 2024 Summer Olympics and Paralympics.

Ad Views Continue to Rise

Ad viewership continues to grow in both the U.S and EUR with ad views across both geographic regions up +11% year-over-year (YOY).

GROWTH ACROSS THE INDUSTRY

According to Nielsen, streaming surpassed both broadcast and cable in the U.S. in June 2024, with streaming at 40.3% of viewing time.³ In France, streaming service TF1+ reached 4 million viewers daily and 33 million monthly only six months after launch.⁴ Similarly, in the United Kingdom, Barb data reports that Channel 4's proportion of total viewing via streaming was up +29% YOY in the first half of 2024.⁵

CHART 1

AD VIEW GROWTH

1H 2023 vs. 1H 2024



Programmatic Shows Growth

Ad views from programmatic transactions have seen an increase of +15% in the U.S. and an outstanding +41% in EUR compared to the first half of last year.

However, the percentage of programmatic compared to non-programmatic ad views is smaller than in prior Video Marketplace Reports. Below are two drivers of this nuance:

- » Non-programmatic transactions have grown at a faster rate than programmatic transactions, likely due to major 2024 live events and the heavy reliance publishers have on non-programmatic for live tentpole content.
- » 1H 2024 VMR's new data methodology accounts for a portion of the percentage shift as the delineation between U.S. and EUR ad views becomes more refined.

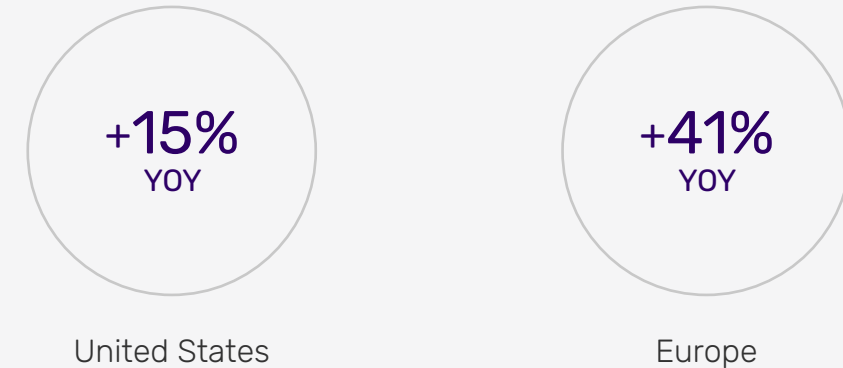
There's much disparity between European programmers when it comes to programmatic; while some have started to embrace programmatic, others have shied away from opening supply to a bidding marketplace due to complexity and data concerns. However, the potential for growth in this type of demand is compelling, particularly with the booming audience consumption on CTV/over-the-top (OTT).

Source: FreeWheel Video Marketplace Report, 1H 2024. The Expansion of Streaming.

CHART 2

PROGRAMMATIC AD VIEW GROWTH

1H 2023 vs. 1H 2024

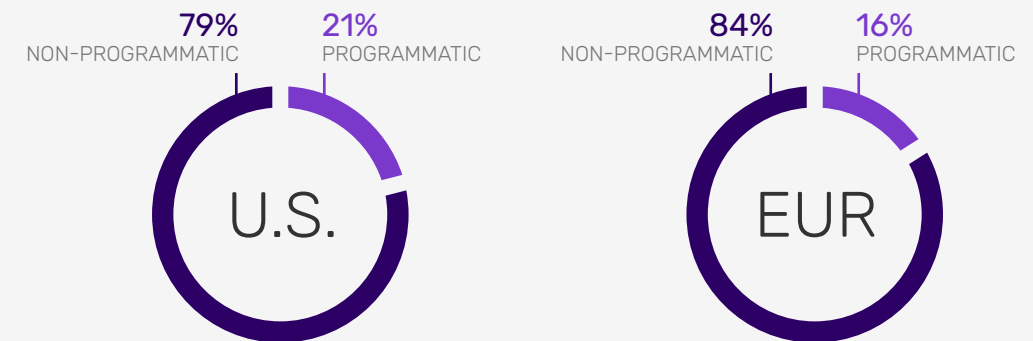


U.S. and EUR ad view data sets are not equivalent in size.

CHART 3

PROGRAMMATIC VS. NON-PROGRAMMATIC

1H 2024



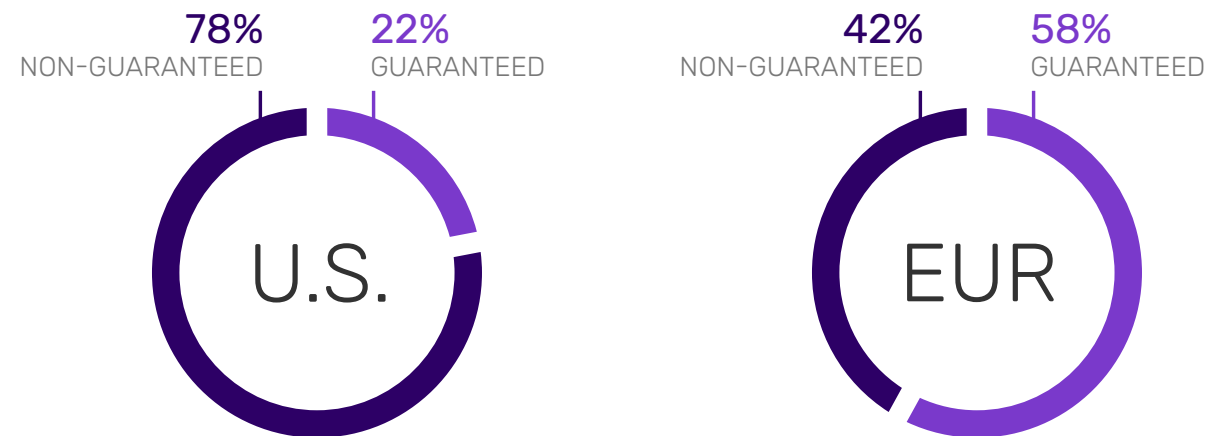
Programmatic: Programmatic and Marketplace Platform Exchange (MPE)

Non-Programmatic: Direct Sold, Reseller Sold, and Marketplace Platform Private (MPP)

Programmatic Deal Type Usage Differs by Geography

The U.S. and EUR continue to differ in deal type selection, with EUR relying largely on programmatic guaranteed (PG) deals (58%). Predictability, regulatory compliance, control and publisher preference are amongst the key reasons that make PG a favored approach in EUR. On the other hand, the U.S. relies more heavily on non-guaranteed (78%) partially due to the dominance of CTV and FAST channels.

CHART 4
PROGRAMMATIC VIEWS BY DEAL TYPE
1H 2024



*Guaranteed: Deal type includes Programmatic Direct
Non-Guaranteed: All other programmatic deal types*

Source: FreeWheel Video Marketplace Report, 1H 2024. The Expansion of Streaming.



CTV Remains the Top Device Type

U.S. viewers still prefer CTV devices to access ad-supported premium video content, accounting for 83% of total ad views. In EUR, similar dynamics appear with CTV device usage now at 46% and overall ad views on large screens (CTV and set-top box) reaching 67% in the first half of 2024.

In both the U.S. and EUR, differences become more apparent when focusing on programmatic transactions. Of the pool of ad views from programmatic transactions in the U.S., CTV accounts for 87%. Meanwhile, EUR ad views from programmatic transactions on CTV are at 28%, with a significant number of programmatic transactions occurring on mobile devices (33%).

Source: FreeWheel Video Marketplace Report, 1H 2024. The Expansion of Streaming.

CHART 5
AD VIEW COMPOSITION BY DEVICE

1H 2024

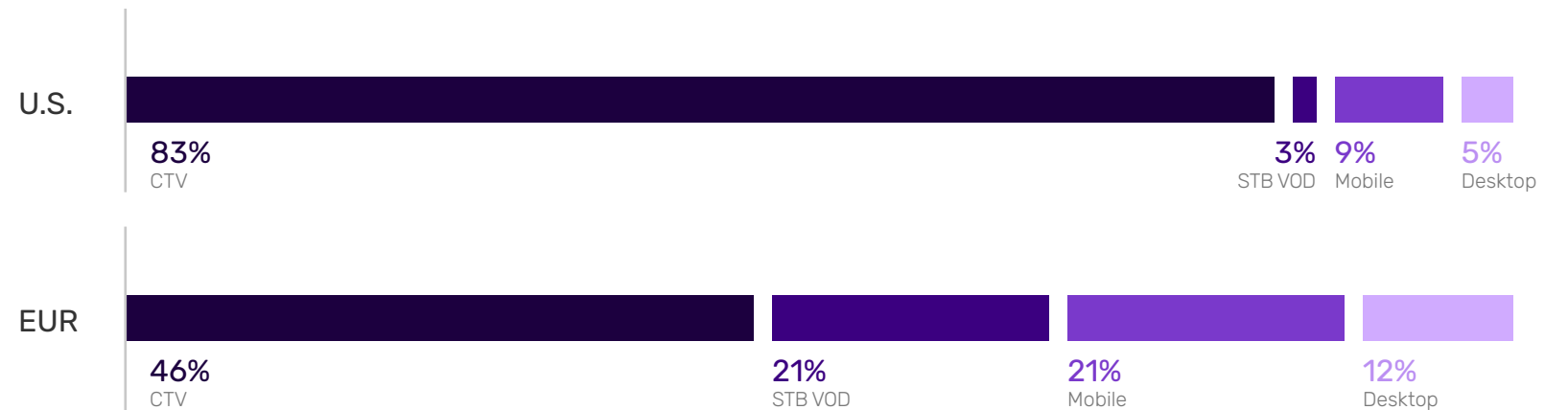
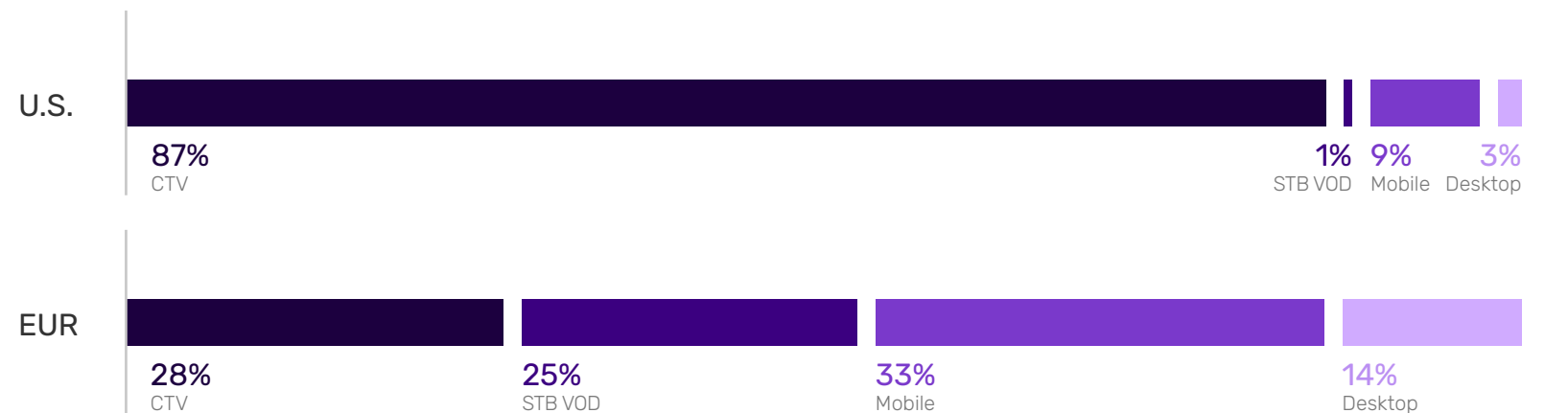


CHART 6
PROGRAMMATIC AD VIEW COMPOSITION BY DEVICE

1H 2024



The Big Screen Experience Is Key

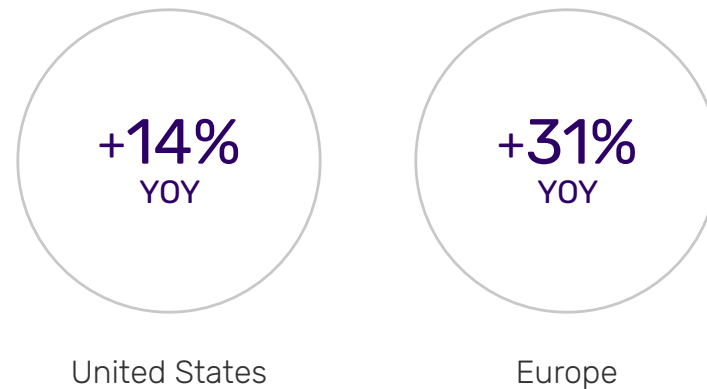
Ad views from CTV increased +14% in the U.S. and +31% in EUR, illustrating the continued growth of this large screen device type for ad-supported premium video. While the viewing experience starts with the content, it extends to the ad experience. A recent report by NBCUniversal and FreeWheel notes that big screen experiences with limited interruptions on network and streaming providers were more likely to be described as high-quality.⁶ A carefully crafted ad experience with limited ads per break and number of breaks per hour is critical to build a high-quality experience and positive brand sentiment.

To learn more about what audiences consider a high-quality viewing experience and what it means for publishers and advertisers, download the report, [Prescribing Premium](#).

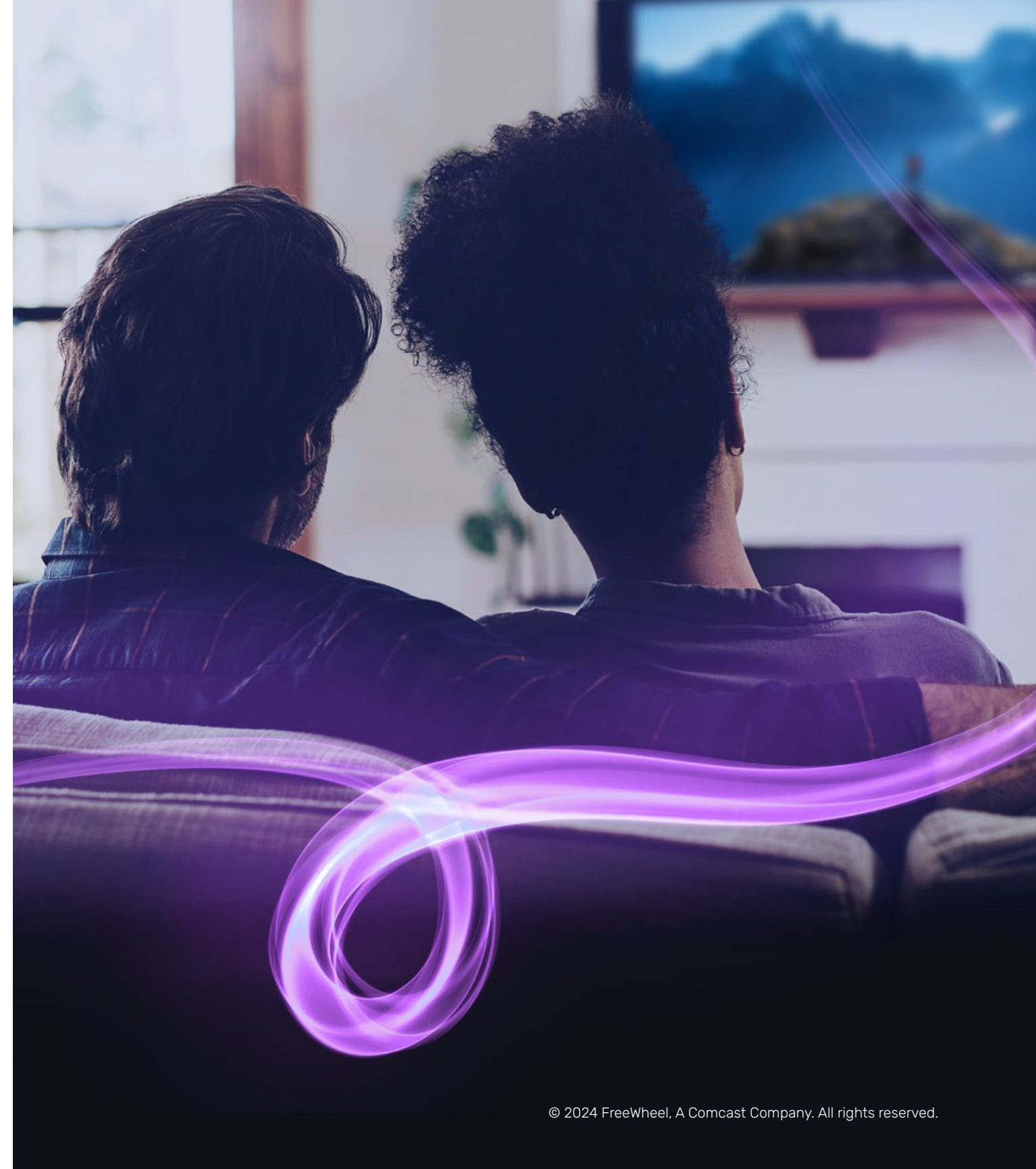
CHART 7 CTV GROWTH

1H 2023 vs. 1H 2024

U.S. and EUR ad view data sets are not equivalent in size.



Source: FreeWheel Video Marketplace Report, 1H 2024. The Expansion of Streaming.



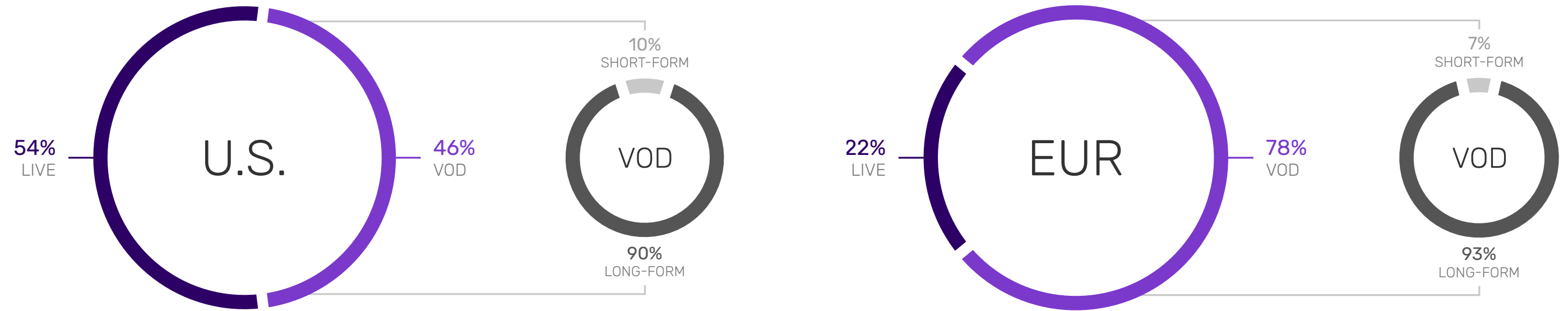
What Audiences Are Watching

Ad-supported content in the U.S. is split between live and VOD at 54% and 46% respectively. Live sports is a significant pull for U.S. viewers as demonstrated in January 2024 with the NFL's AFC Wild Card on NBCUniversal's Peacock. This was the first exclusively streamed NFL playoff game (plus linear local markets), reaching 23 million live viewers.⁷ These types of ad-supported live streaming events in the U.S. show a

stark difference from EUR where 78% of ad views in the first half of 2024 ran on VOD content.

However, live has still grown in EUR compared to the same period last year. With recent streaming successes from large sports events such as the Euro 2024, Roland Garros, and the Tour de France, live in EUR is likely to show an upward trend moving forward.

CHART 8
AD VIEW COMPOSITION BY CONTENT TYPE
 1H 2024



VMR categorization of "live" includes FAST channels. Mechanically, ad requests for FAST set "mode = live". Linear addressable is not included in report data.

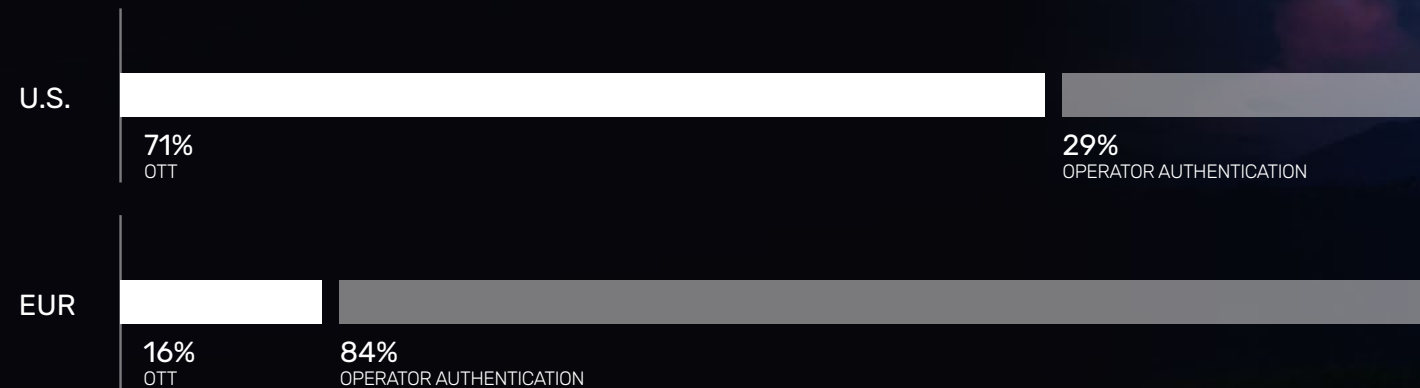
Short-form video is classified as video content under 6 minutes in duration. Source: FreeWheel Video Marketplace Report, 1H 2024. The Expansion of Streaming.

Operator Authentication Platforms Lead in EUR, OTT Dominates in the U.S.

Use of OTT platforms in the U.S. rose to 71% in the first half of 2024 with FAST and DTC services accounting for the majority of these ad views. Meanwhile, EUR saw an increase in the already dominant operator authentication platform type, distributing 84% of ads. This is partly due to the recent success of broadcasters' TVE apps as consumers get more accustomed to digital access to premium video content.

CHART 9
AD VIEWS BY DISTRIBUTION PLATFORM

1H 2024



*OTT categorization includes vMVPD, DTC, FAST, Digital Content Aggregators.
Operator Authentication categorization includes TV Everywhere and STB VOD.*

Use of Audience Targeting Grows

ADDRESSABILITY SHIFTS

Google reversed its plans of cookie deprecation on Chrome, maintaining third-party cookies as a mechanism for publishers to better understand individual viewers on supported devices.⁸ Simultaneously, other challenges persist due to increased regulations in the U.S. and EUR, fragmented viewership, and proliferated identifiers across devices including CTV. These challenges highlight the importance for publishers to consider a first-party data strategy to optimize delivery of audience-targeted campaigns while preserving the viewer experience.

Check out FreeWheel's [Expanding the Addressable Universe: Publisher First-Party Data](#) to learn more about the approach publishers can take in this direction.

Ad views utilizing audience targeting increased by double digits in both the U.S. (+39%) and EUR (+23%) as publishers better leverage their first-party data and audience targeting capabilities to reach intended viewers. In the U.S., behavioral targeting remains more popular (57%) while EUR maintains heavy use of demographic targeting (69%).

CHART 10
AUDIENCE TARGETING GROWTH

1H 2023 vs. 1H 2024

U.S. and EUR ad view data sets are not equivalent in size.

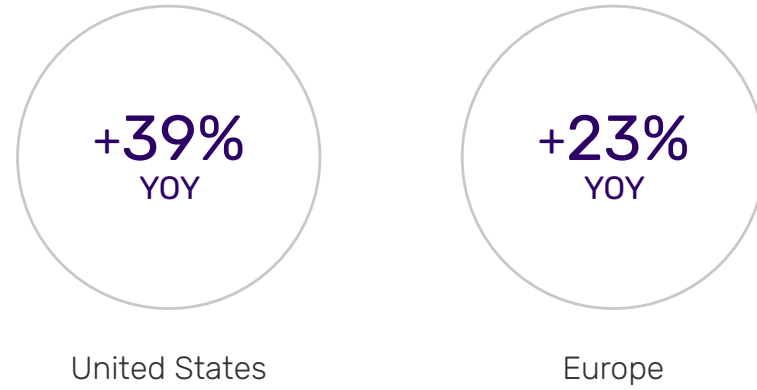
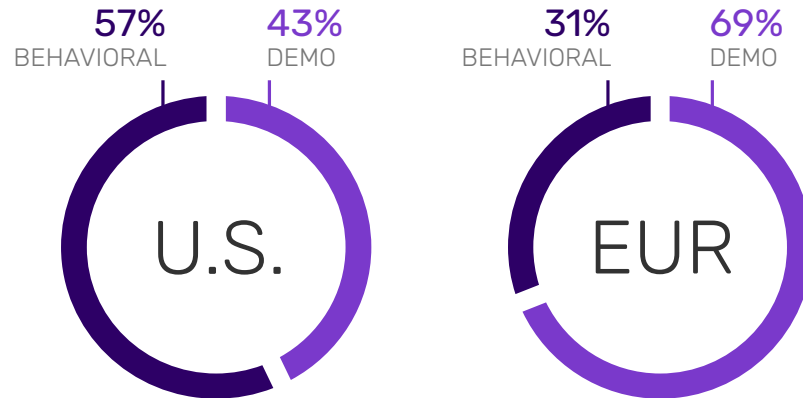


CHART 11
AUDIENCE SHARE OF TARGETED CAMPAIGNS

1H 2024



Source: FreeWheel Video Marketplace Report, 1H 2024. The Expansion of Streaming.



CONCLUSION

The expansion of streaming is, in part, due to consumer demand for convenience, variety, and affordability of premium video access. As ad views grow, so do chances for publishers and advertisers to better reach intended audiences across devices, distribution platforms, and content types. Addressability has become an increasingly prominent component of the conversation, where a first-party data strategy can add unique value to a publisher's overarching audience and identity strategy. The double-digit increases in use of audience targeting during the first half of 2024 exemplify the prevalence of audience targeting capabilities in both the U.S. and EUR.

Live events are anticipated to further drive ad viewership in the second half of 2024, with major opportunities to interact with engaged audiences in real time. Coverage of the Paris 2024 Summer Olympics and Paralympics successfully captivated viewers across the globe with live and on-demand premium video of the world's top athletes. Now, the U.S. political season is in full force as the November 2024 election nears, a significant period for political ad spend.

The Paris 2024 Summer Olympics and Paralympics and the current U.S. political season will be covered in greater detail in FreeWheel's 2H 2024 Video Marketplace Report, analyzing data from the second half of 2024. As change continues within streaming, publishers have a growing opportunity to refine the viewer experience and to reach audiences across the digital ecosystem.

ABOUT THE AUTHORS



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GLOSSARY

Ad View – Occurs each time an ad is displayed

Behavioral Targeting – Targeting consumers based on their activities (e.g., shopping habits)

CTV (Connected Television) – A television set that is connected to the internet via OTT devices, Blu-ray players, streaming box or stick, and gaming consoles, or has built-in internet capabilities (e.g., a Smart TV) and can access a variety of long-form and short-form web-based content

Deal – A programmatic transaction between advertisers and publishers

Demo Targeting – Targeting consumers based on demographic information such as age and gender

Digital Content Aggregator – A service where the platform's owner does not own the content but collects content from multiple sources and makes it available in one place (e.g., Crackle, Dailymotion)

DTC (Direct-to-Consumer) – Subscription-based service offered directly from Content Owner to watch owned content without a distributor subscription

EUR – Includes the following countries: Belgium, Denmark, Estonia, Finland, France, Germany, Italy, Latvia, Lithuania, Netherlands, Norway, Spain, Sweden, and the United Kingdom

FAST (Free Ad-Supported Streaming Television) – Ad-supported live streaming without a subscription (e.g., Tubi, PlutoTV)

Guaranteed Deals – A transaction priority that ensures available supply by guaranteeing purchase of a set number of impressions

Live – Content that viewers are watching in the same real-world time and experience simultaneous commercial breaks

Long-Form – Video content 6 minutes or longer

Mobile – Content viewed on mobile devices and apps

MPP (Marketplace Platform Private) – A transaction type in FreeWheel's Marketplace that allows for private transactions between a specific buyer and seller

Non-Programmatic – Direct sold inventory that is not programmatic (i.e., Direct Sold, Reseller Sold, MPP)

Operator Authentication – Encompasses streaming distribution platforms (including live and VOD content) that require a cable/satellite subscription

OTT (Over-the-Top) – Content distributed to viewers over the internet

Performance Vehicle – A concept that results in measurable outcomes across the marketing funnel, from brand awareness to sales activation

Programmatic – The use of automation software or managed services to execute an advertising deal

Publisher – Owner or licensor of content (content rights owner)

Short-Form (Clips) – Video content less than 6 minutes

STB VOD (Set-Top Box VOD) – Accompanies a cable/broadcast/satellite setup; contains a cable input and outputs to a TV

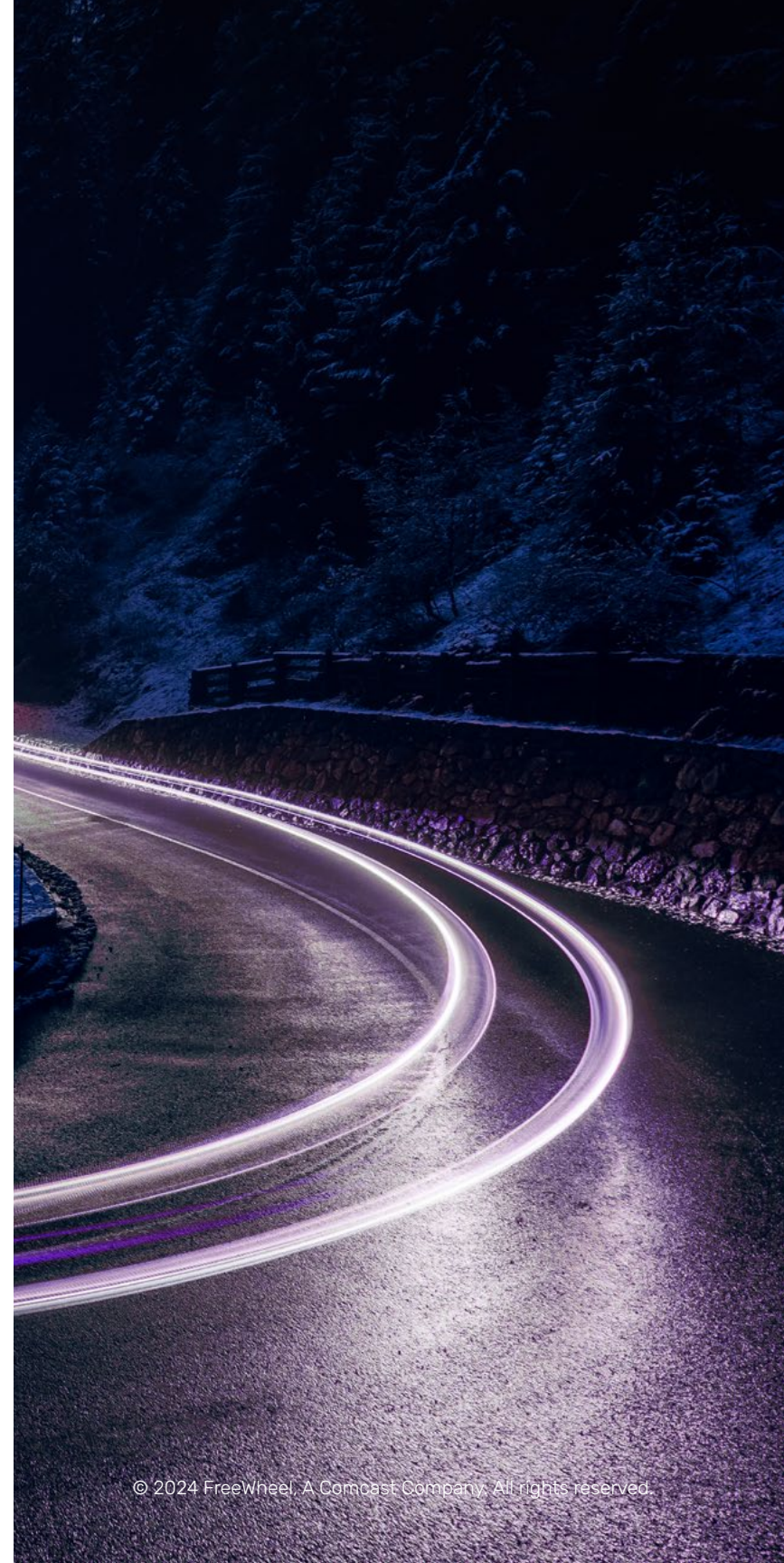
TVE (TV Everywhere) – Services that accompany a cable/satellite subscription, allowing a customer to watch the channels in their package anywhere, both inside and outside the home, without a set-top box

vMVPD (Virtual Multichannel Video Program Distributor) – Streaming services that deliver live and on demand content over the internet in a linear fashion without a Multiple Systems Operator subscription

VOD (Video on Demand) – Programming that lets a viewer select and watch a video (e.g., movie, TV episode) whenever they choose, rather than at a scheduled broadcast time

SOURCES

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- 8 | CBS News. "Google reneges on plan to remove third-party cookies in Chrome." July 22, 2024.





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More Information

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