

# Survey Insights: 2024 Viewer Trends, Habits, and Experiences

In October 2023, JWP conducted a survey to a streaming audience of over 300 in North America, with a survey error rate of  $\pm 3\%$ .



## TV VIEWERS HAVE ADOPTED INTERNET-CONNECTED TVS

**83%**

indicated that their primary means of watching TV is through an internet connected device

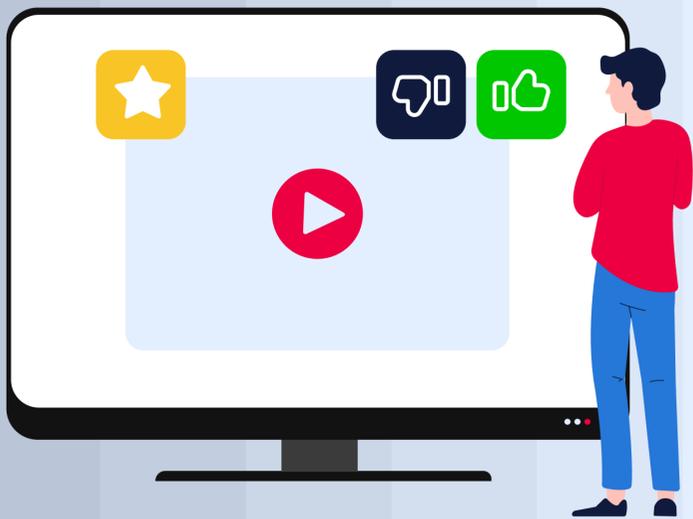
**85%**

are at least moderately satisfied with the quality of new content hitting the market.

## TRADITIONAL TV NETWORK VIEWING IS ON THE DECLINE

**36%**

indicated they watch traditional channels like ABC, BBC and NBC on a daily or near-daily basis



## CONSUMER BEHAVIOR

**13%**

Only 13% of viewers with connected TVs say they rarely or never watch subscription services such as Netflix, Amazon Prime, and Hulu.

**21%**

Only 21% of respondents with connected TV said that content recommendations were helpful.

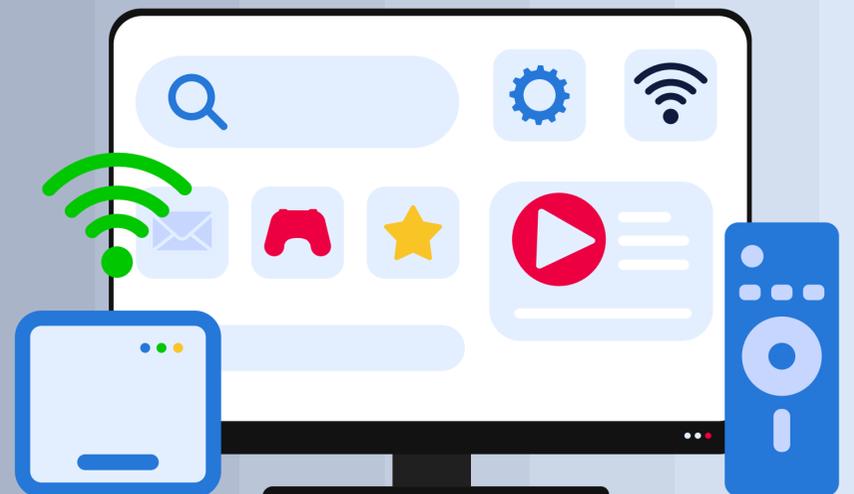
## AD EXPERIENCE

**22%**

Only 22% of viewers with connected TV say they would likely use interactive ads to make a purchase.

**71%**

71% of viewers with connected TV are unsatisfied with their ad experience



## Ready to Improve Your Video Strategy?

The JWP video experts are happy to answer any of your questions about our video solutions.