

Advertising: TV versus OTT - The future of commercial TV channels in the age of OTT migration

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Abstracts

Commercial TV channels are facing a twin threat: the migration of both viewers and advertisers to the Internet. Television is still the medium that best withstands the advance of the Internet, but the fall in TV time, particularly amongst young adults, and the effectiveness of Internet advertising have raised fears of a reversal of the TV ad market that would threaten the survival of the commercial channels.

This IDATE DigiWorld study explores the strategies implemented by the main players in the main advanced markets in response to this risk. It identifies four categories of countries and analyses the differences between the developments expected in each category.

It gives estimates of the TV advertising market for 2024, allowing for the development of new activities by the channels in relation to OTT and targeted advertising.

The market analysis is performed according to major geographical region and for the key markets of those regions:

North America (USA)

Europe (Germany, Spain, France, Italy, United Kingdom, Sweden)

Africa/Middle East

Asia/Pacific

Latin America

The segmentation of advertising relates to:

Traditional TV (mass media)

Addressable TV (targeting on the TV via operators' STB)

Connected TV (targeting on the TV via open Internet)

On-demand TV (targeting on other Internet-connected devices)

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