



MULTISCREEN TV ADVERTISING REPORT

BENCHMARKS & BEST PRACTICES FOR TV & STREAMING CAMPAIGNS

2H 2024

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Introduction

In today's fragmented multiscreen TV ecosystem, advertisers are facing new challenges when it comes to reaching audiences. As viewers choose between multiple screens and platforms, a diverse multiscreen TV strategy has become key to meeting audiences where they are. The latest edition of the *Multiscreen TV Advertising Report* provides insights on viewership behavior from the second half of 2024 and multiscreen TV tactics to enhance campaign reach.

Traditional TV continues to drive the majority of campaign reach, with streaming providing incremental households. In the second half of 2024, **traditional TV delivered its highest share of reach** compared to recent reports, as tentpole events, such as the **Paris Summer Olympics** and the

Presidential Election, shifted viewing patterns. **Addressable strategies continue to drive value for advertisers.** The latest analysis uncovered that over one-third of target audience households were reached only through addressable, and that adding an addressable strategy increases target frequency.¹

This report also takes a Closer Look at where reach comes from, highlighting optimal strategies through a collection of case studies. Genres, streaming platforms, dayparts, and more all contribute to maximizing reach. Ultimately, **reach comes from everywhere.**

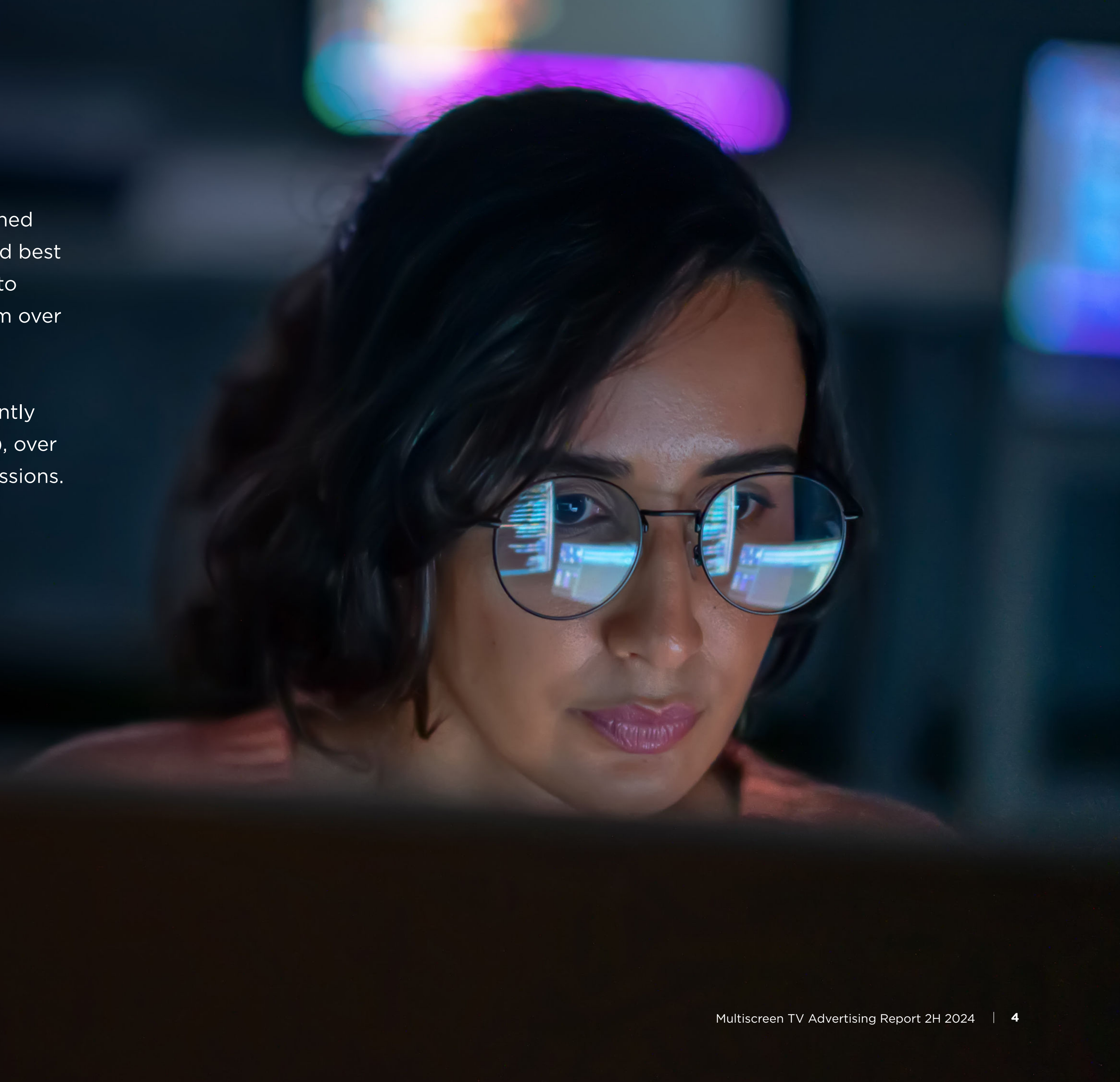
Read on for actionable recommendations for multiscreen TV success.

Sourcing: 1. Comcast Aggregated Viewership Data combined with Ad Exposure Data from Audience Addressable campaigns (2H24).

About the data

Data insights increasingly drive how multiscreen TV advertising is planned and bought. This report, published biannually, provides benchmarks and best practices to help marketers use traditional TV and streaming together to achieve their campaign objectives. These findings build on insights from over 230,000 multiscreen TV campaigns analyzed since 2019.

The comprehensive data set used for this report consists of independently aggregated data from more than 29 million Comcast households (HHs), over 35,000 multiscreen TV advertising campaigns, and billions of ad impressions.



2H 2024 key findings

01 Traditional TV is vital for video ad campaigns [🔗](#)

77% of multiscreen advertising campaign reach comes from traditional TV.

02 Streaming provides additional reach [🔗](#)

65% of households reached by streaming are incremental to those reached by traditional TV.

03 Streaming delivers hard-to-reach households [🔗](#)

Streaming impressions are 7X more likely to be delivered among light and no-TV households.

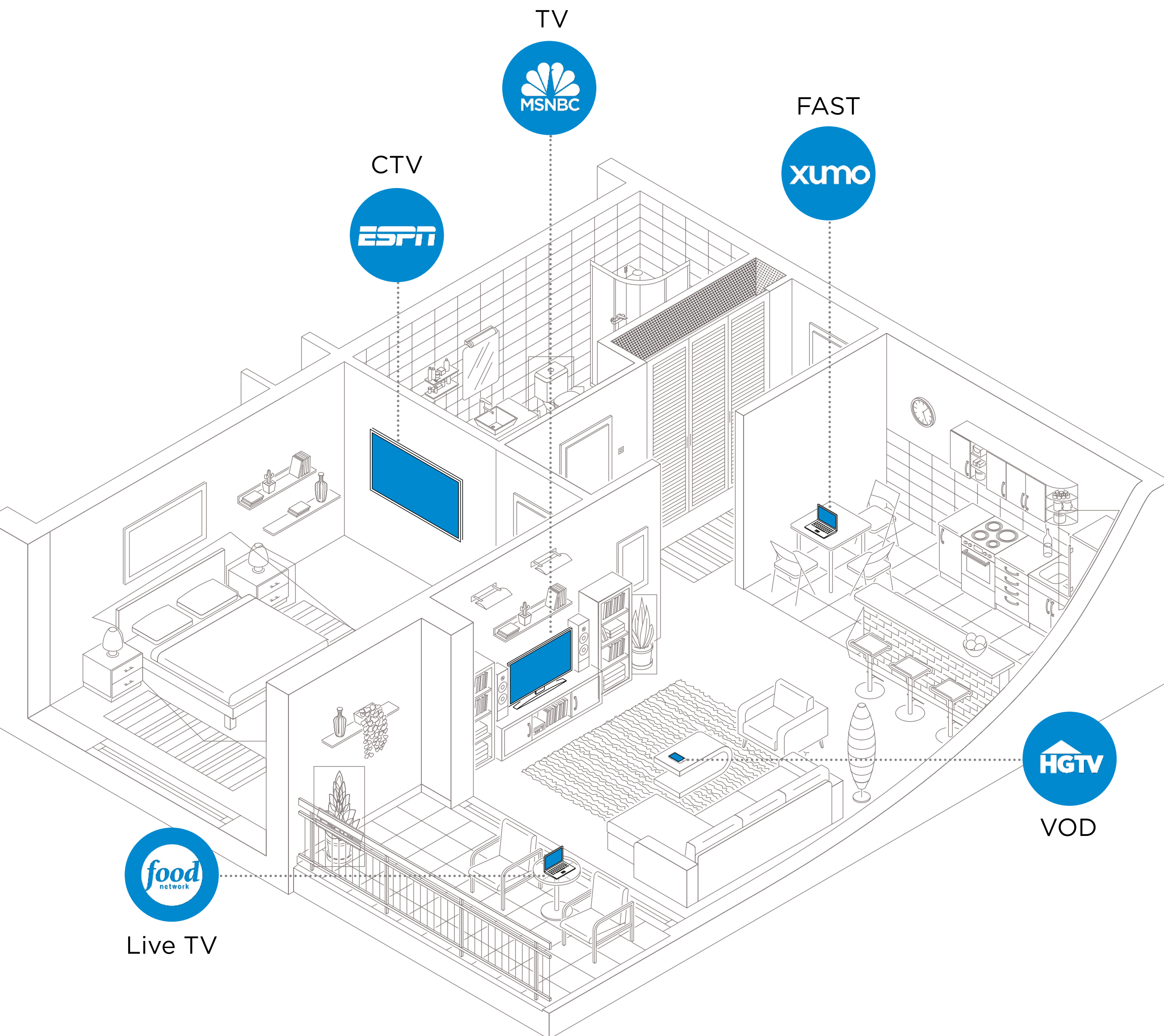
04 Campaign reach comes from many sources [🔗](#)

Advertising across genres, platforms, dayparts, and throughout the year drives reach.

05 Streaming allocation maximizes reach [🔗](#)

Reach peaks when 30% of investment is allocated to streaming.





Reaching audiences where they are watching

Audiences are watching premium video content across more screens and platforms than ever before. To reach them at scale, advertisers must consider the diversity of viewing experiences available. When viewers tune in, they are choosing from many well-known publishers across multiple screens and devices, leading to millions of different viewing behaviors.

What People Are Watching

Content from leading premium video publishers

How They Are Watching

On multiple screens and devices inside and outside the home

Diverse Viewing Behavior

Millions of combinations across households

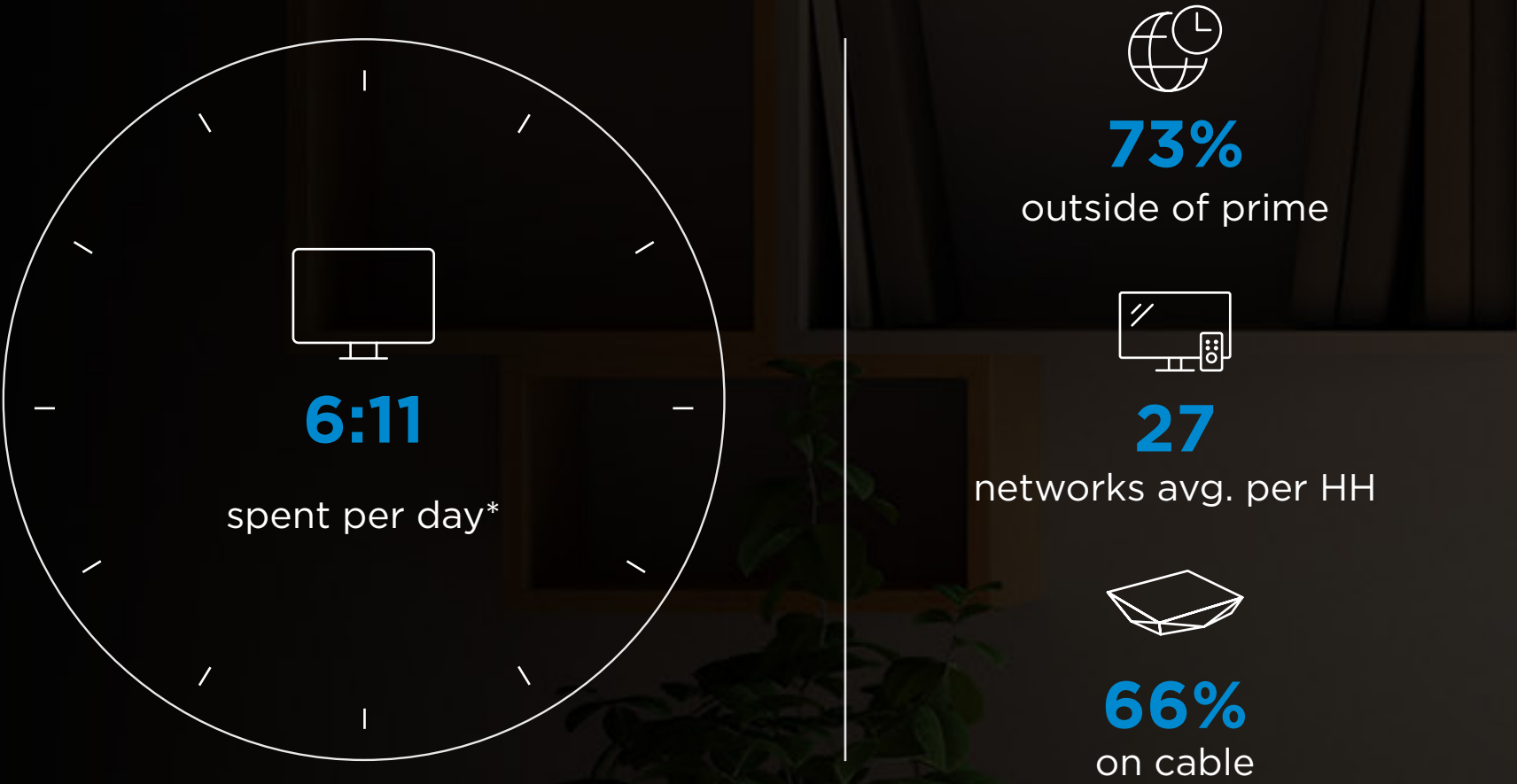
! Advertisers must get their message out to audiences where they are watching. This means partnering with companies that have both the scale to deliver and the ability to report on performance across screens.

Sourcing: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Streaming campaigns (2H24). Endpoints with at least 100 impressions included in analysis.

The latest in: traditional TV viewership

Households that watch traditional TV spend an average of 6 hours per day watching

Breakdown of Traditional TV Viewing



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! For those who watch, time spent with traditional TV is substantial. A data-driven approach reaches desired audiences throughout the day across many networks.

*Time spent per day includes Live, DVR, and VOD viewing. | Sourcing: Comcast Aggregated Viewership Data (2H24).





The latest in: streaming insights

Most streaming happens on the big screen

Breakdown of Streaming Usage

81% of streaming happens on the TV screen*



Streaming Consists of Impressions Delivered Via:



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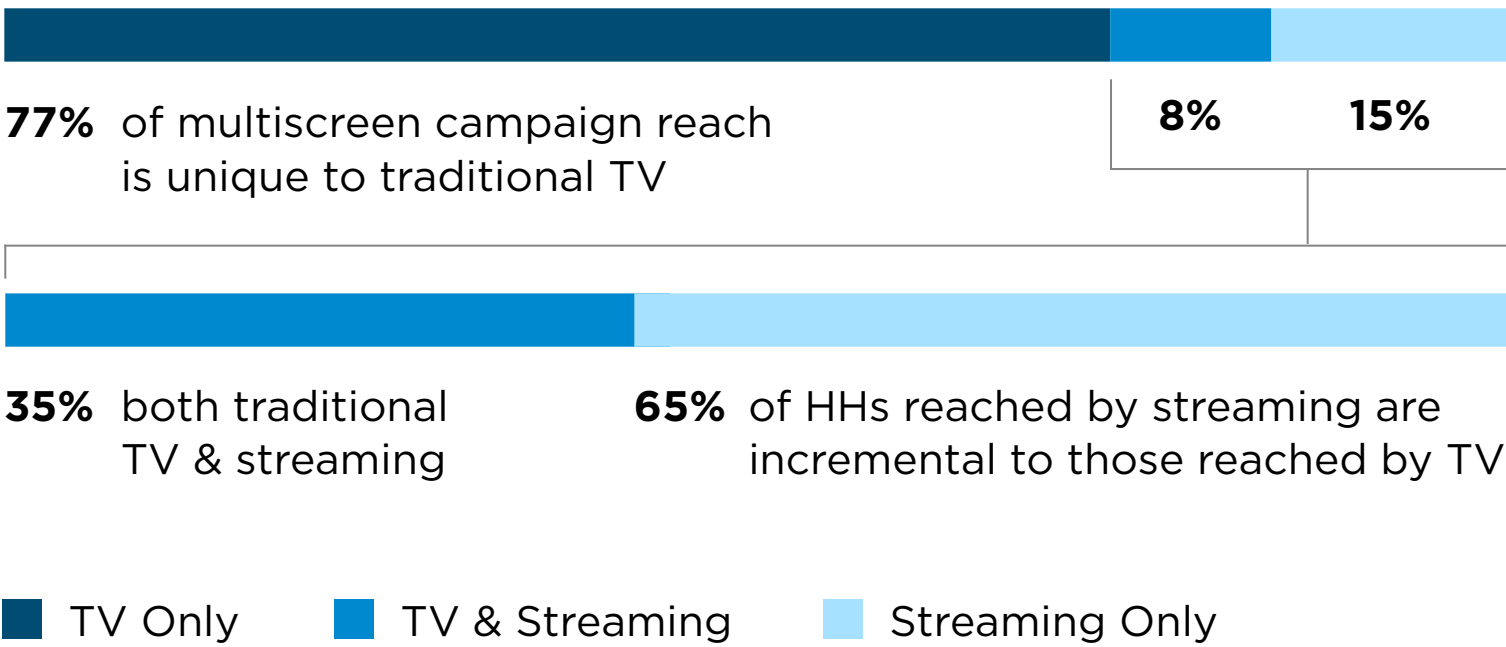
! Viewers choose to watch premium video content on the largest screen available, maximizing the impact of a marketer’s message on the big screen.

*Represents Comcast Advertising product enabling advertisers to deliver their message to their target audiences within streaming TV and premium video content, wherever, whenever, and however they’re watching. It also includes viewing from Xfinity on Demand. | Sourcing: Comcast Aggregated Data from Streaming campaigns (2H24).

TV drives majority of campaign reach, while streaming adds incremental reach

Traditional TV and streaming both contribute to maximizing audience reach. Across the 35,000 multiscreen campaigns measured, an average of 77% of audience reach is unique to traditional TV, 15% is unique to streaming, and 8% of audiences are reached by both. Of the households reached by streaming, nearly 2 out of 3 were not reached by traditional TV.

Share of Campaign Reach



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! Traditional TV provides scale with streaming delivering incremental reach.

Sourcing: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Streaming campaigns (2H24).





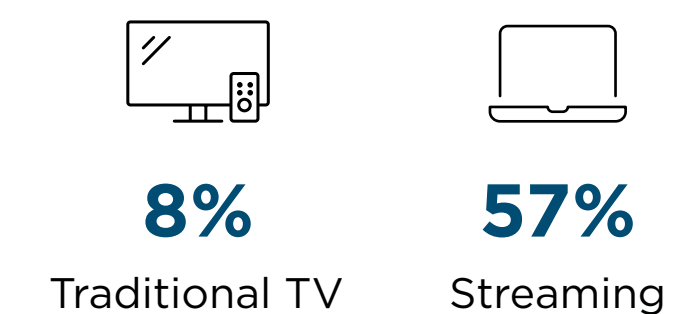
Streaming delivers hard-to-reach households

Marketers are looking for ways to extend their reach beyond those that typically see their message. Streaming is a great complement to traditional TV and, on average, over half of impressions go to light and no-TV households. In fact, streaming impressions are 7X more likely to be seen within these hard-to-reach households.

Streaming Impressions Are

7X more likely to be seen within light and no-TV viewing households (vs. traditional TV)

% of Impressions to Light and No-TV Viewing HHs*



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! Streaming helps with reaching households that watch very little or no traditional TV.

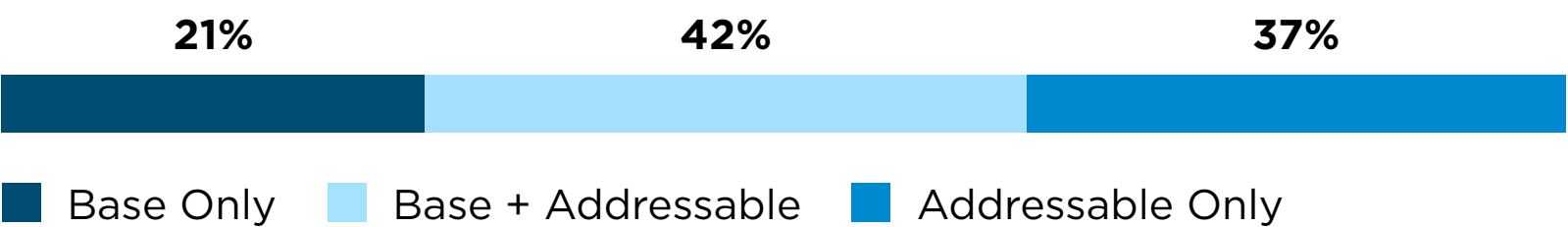
*No-TV viewing HHs are defined as those with no TV service or TV viewing in 2H24. Comcast HHs with a pay TV service that spent, on average, less than about one hour per day viewing were defined as "light TV" viewing HHs. | Sourcing: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Streaming campaigns (2H24).

Streaming is delivering hard-to-reach households at a higher rate than ever before (up from 4.7X in 1H24), reinforcing its ability to reach this audience.

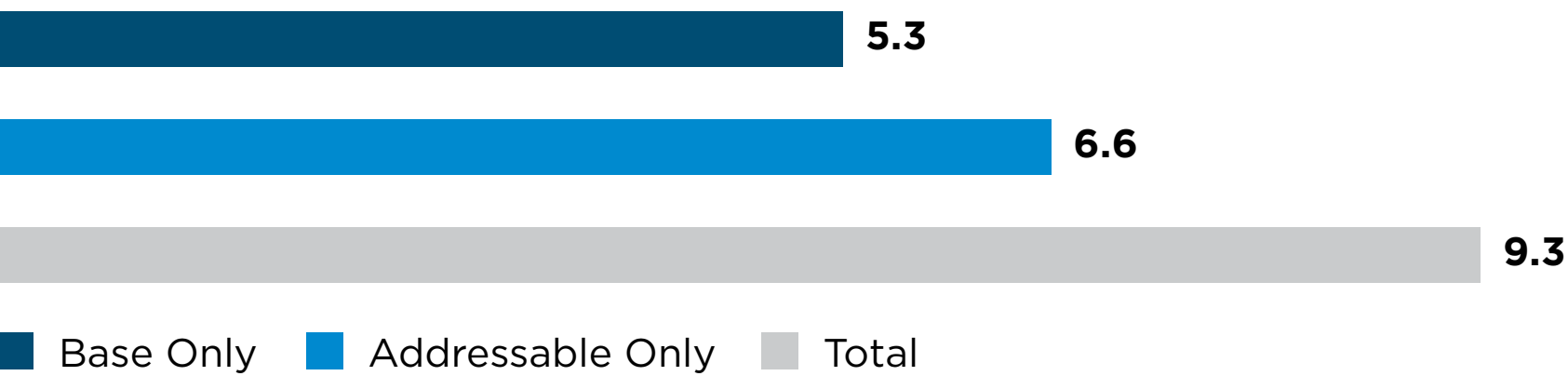
Addressable enhances multiscreen campaigns

An addressable strategy can be added to a traditional TV and streaming (base) campaign to expand target reach and frequency. When included in a multiscreen TV campaign strategy, addressable delivers more than 1/3 of unique target reach and total target frequency is +75% higher.

Target Reach Across Campaigns



Target Frequency is Higher with Multiple Tactics



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! Addressable advertising is delivered where and when the target household is watching. Base and addressable campaigns both deliver the target audience. When combined, they deliver more target reach & frequency.

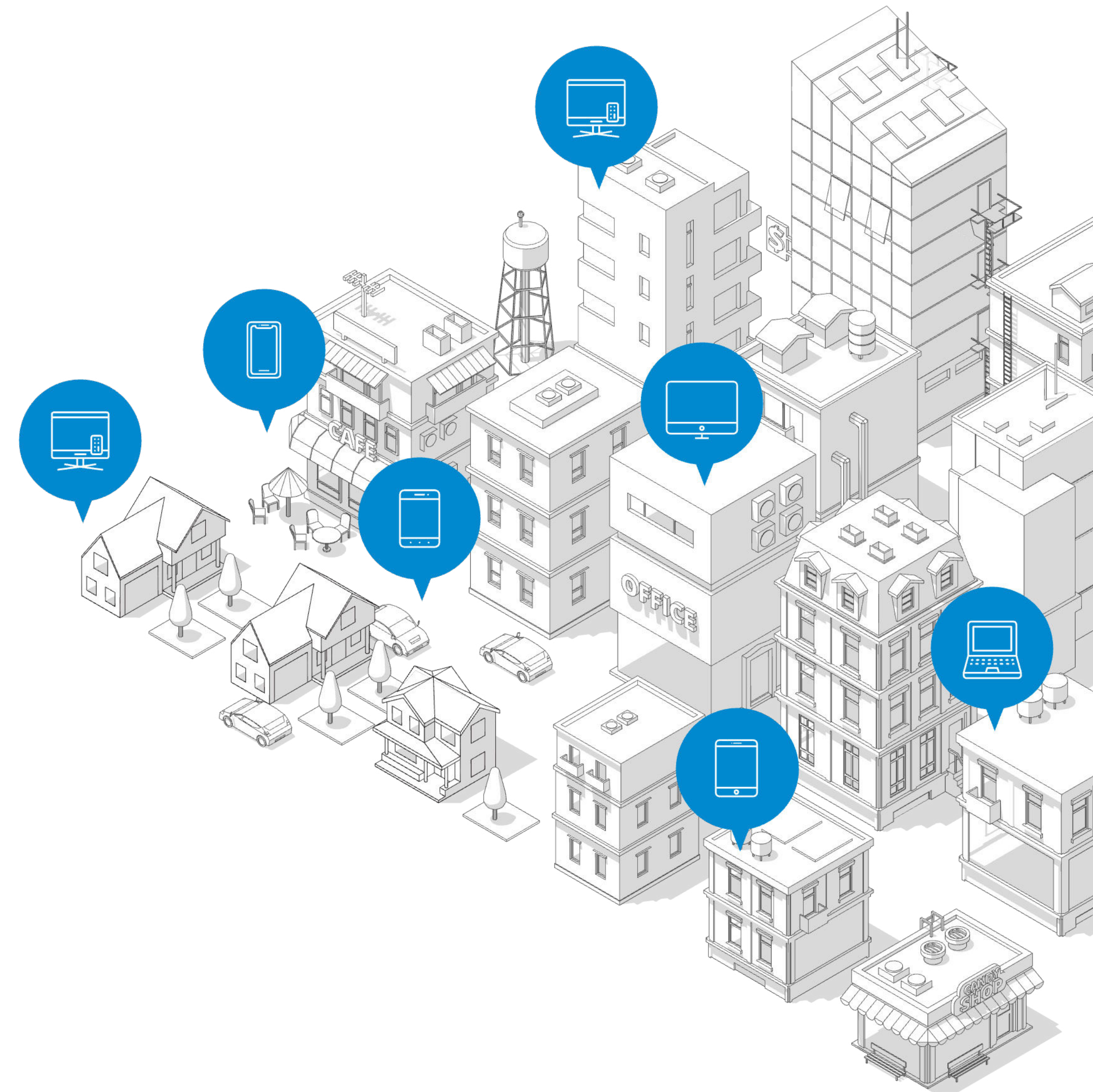
*Base - the non-addressable traditional TV and streaming portion of the total campaign. | Sourcing: Comcast Aggregated Viewership Data combined with Ad Exposure Data from Audience Addressable campaigns (2H24).

A Closer Look: **Reaching Unique Households**

Reach comes from everywhere

Unique household reach starts with a multiscreen TV strategy, combining the scale of traditional TV with the incremental audiences available through ad-supported streaming.

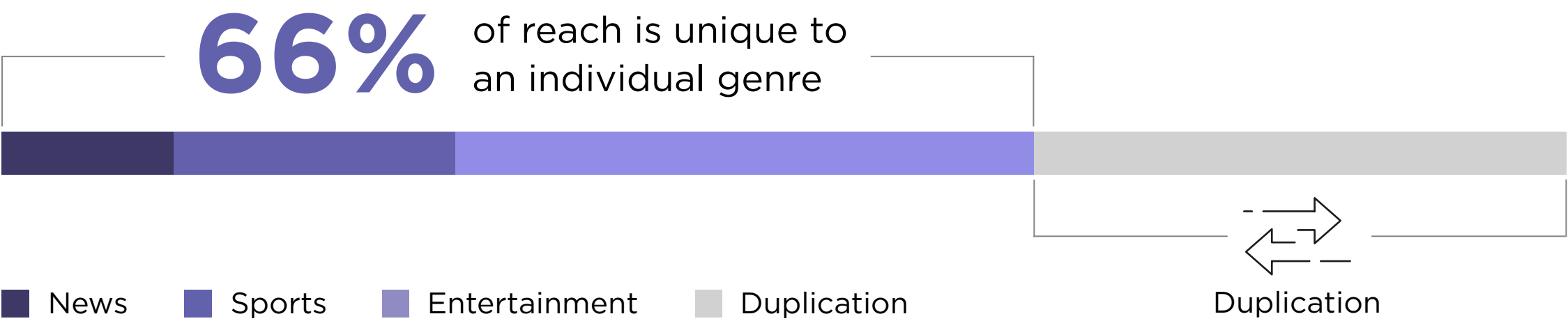
For this Closer Look, we zoom in on a collection of case studies and examine how different campaign tactics work together to deliver greater reach. Ultimately, reach comes from everywhere; knowing what, how, and when audiences watch can help advertisers maximize unique household reach.



Align your brand with news, sports, and entertainment

The current, communal, and engaging experience of live TV such as news and sports make these content types valuable to advertisers. While both news and sports deliver unique reach, it is just as important to invest in entertainment content, given the number of viewers it can deliver.

Share of Campaign Reach by Genre*

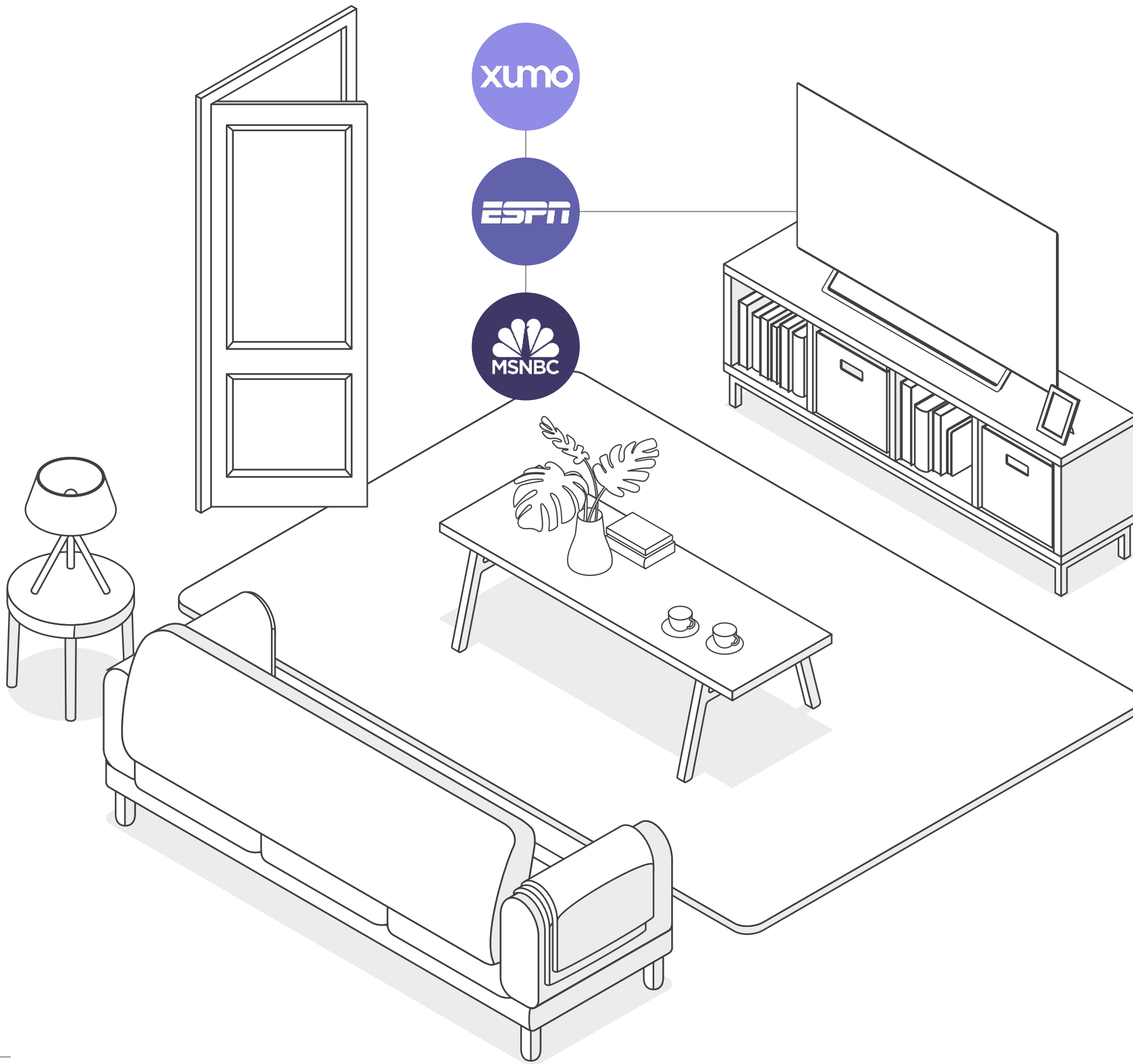


*Example shown is for a Multiscreen TV campaign delivered in the second half of 2024. The entertainment genre includes any non-news or non-sports content. 34% duplication across genres.

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! Advertisers should include a mix of news, sports, and entertainment content to maximize reach. We recommend allocating about 20% of impressions to these high-value events.

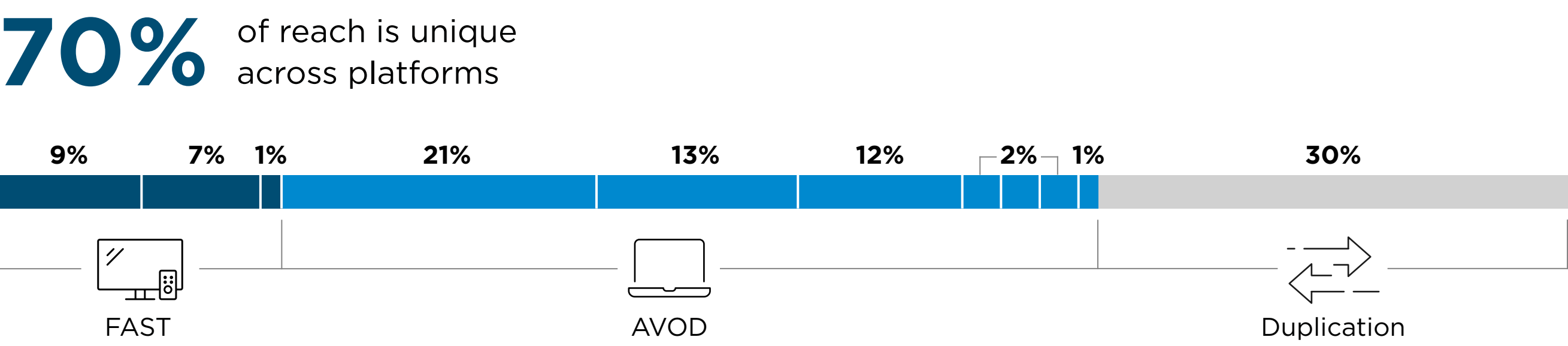
Sourcing: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Streaming campaigns (2H24).



Leverage multiple streaming platforms

Multiscreen TV viewership is more fragmented than ever, with audiences watching across thousands of different endpoints. This is especially true for streaming. Working with one or two streaming partners is not enough; reach is maximized by implementing a strategy inclusive of many platforms.

Share of Campaign Reach by Streaming Platform*

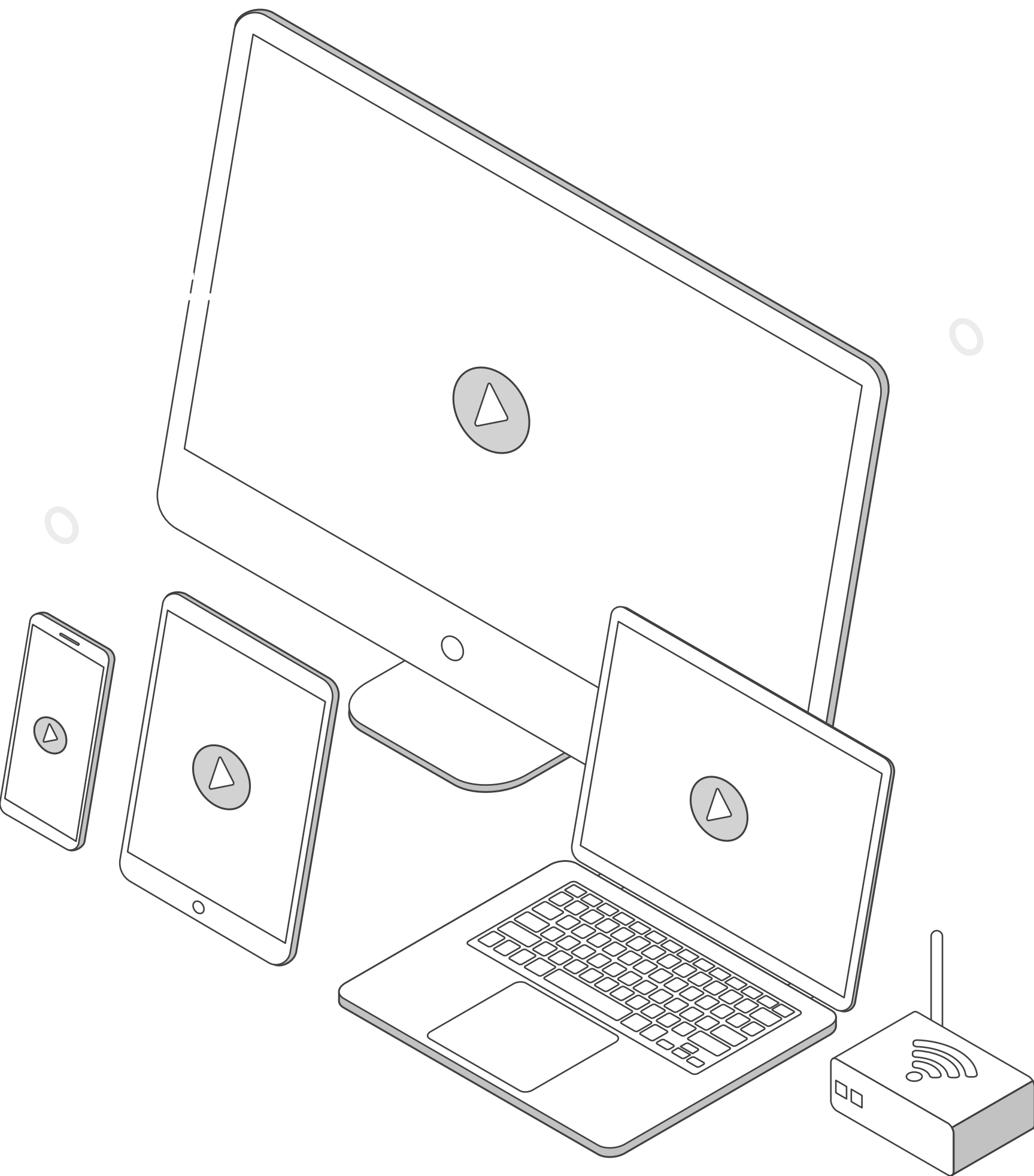


*Example shown is for a Streaming campaign delivered in the second half of 2024. Each value above represents unique reach of a FAST or AVOD platform. 30% duplication across streaming platforms.

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! Work with media partners who can deliver viewers and provide measurement across many streaming platforms to maximize reach.

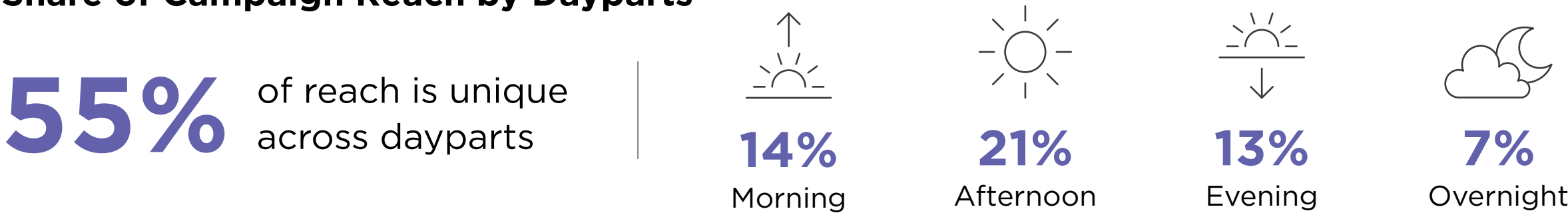
Sourcing: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Streaming campaigns (2H24).



Advertise throughout the day

Audiences tune in throughout the day. In fact, 73% of viewing happens outside of primetime (evening). Advertisers risk losing out on valuable audiences when they invest solely in primetime programming. Instead, advertising should be distributed across different dayparts to reach people when they are watching.

Share of Campaign Reach by Dayparts*

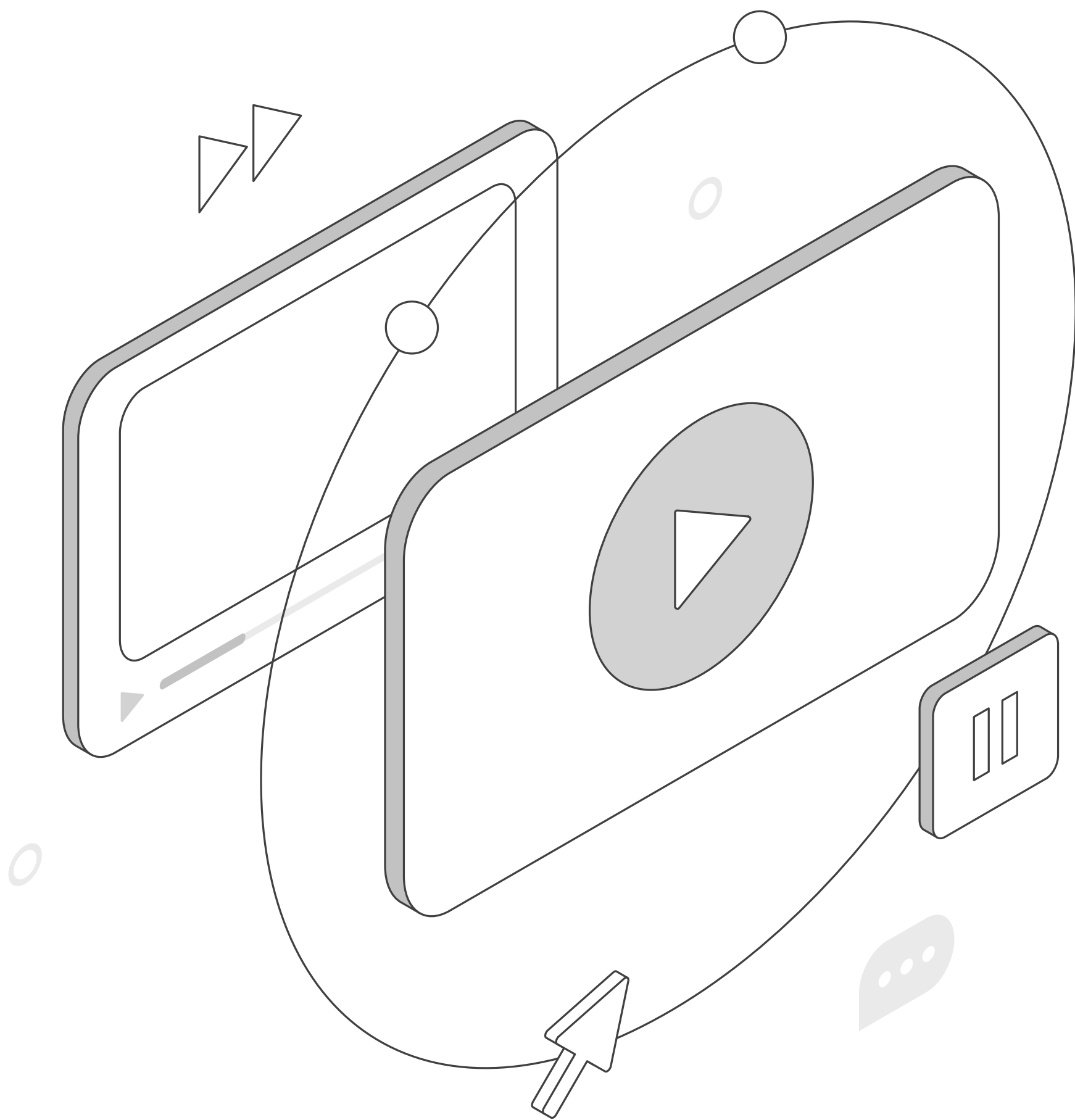


*Example shown is for a Multiscreen TV campaign delivered in the second half of 2024. 45% duplication across dayparts.

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! Spread impressions throughout the day to avoid missing households that exclusively watch in one daypart. We recommend 60–70% of impressions outside of primetime (evening) to maximize reach.

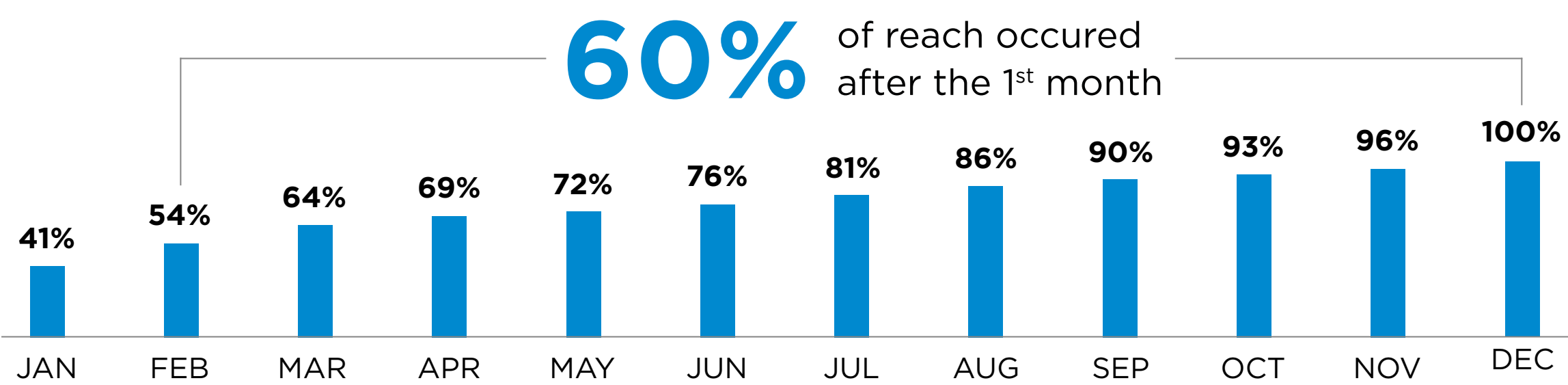
Sourcing: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Streaming campaigns (2H24).



Advertise throughout the year

When a consumer is ready to purchase, they typically do so from a brand they know. This is why it's crucial for advertisers to build and maintain consistent brand presence. In fact, most campaign reach happens after the first month of advertising.

Share of Campaign Reach Growth by Month*

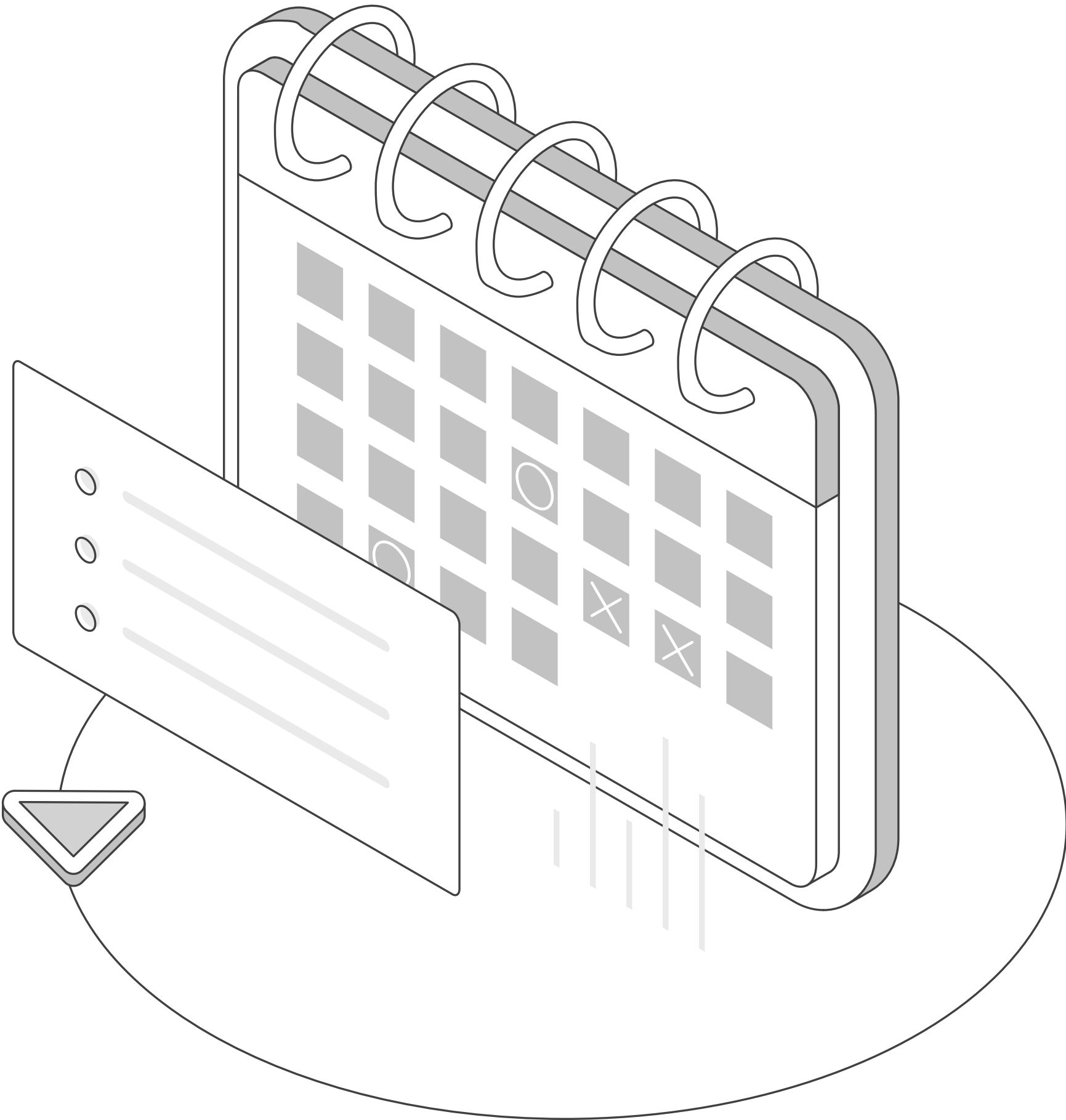


*Example shown is for a Multiscreen TV campaign delivered throughout all of 2024. Each value above represents the growth of unique reach by month in a calendar year.

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! Implement a consistent strategy throughout the year to maximize reach and opportunity of reaching potential customers when it matters most on their purchase journey.

Sourcing: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Streaming campaigns (2H24).



Multiscreen TV recommendations

This recommendation comes from years of analysis of over 230,000 multiscreen campaigns. Current research reveals that reach is maximized when 30% of investment is allocated to streaming, with the rest in traditional TV.

Advertisers that include addressable should add an incremental investment of about 30% to an existing multiscreen TV campaign.

Multiscreen TV Investment Allocation



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! Allocate majority of investment (70%) to traditional TV and the remaining investment to streaming to maximize reach. When adding addressable advertising, consider a 30% incremental investment.

Sourcing: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Streaming campaigns (2H24).

For more insights



Comcast Advertising Report

Actionable Insights for the Modern TV Advertiser

The latest edition analyzes data insights from Comcast Advertising and platform insights from FreeWheel, its advertising technology platform, to offer a holistic perspective of how viewers are viewing, how buyers are buying, and how sellers are selling multiscreen TV advertising.

[Click here to download report](#) ➔



TV Makes Memories

How Ads in a TV Environment Have a Unique Ability to Create Memories

The report highlights how ads in a TV environment have the unique ability to drive engagement and build memories. It suggests this is due to three factors that are important for branding outcomes: attention, connection, and repetition.

[Click here to download report](#) ➔



What is Premium Video?

Redefining What it Means to be Premium in Advertising

There is no shortage of video content available for audiences to watch. Its ongoing proliferation combined with the convergence of new and traditional endpoints is shaking up the video ecosystem at large. And with TV's evolution, the time is now to accurately define the medium.

[Click here to download report](#) ➔



Comcast Advertising delivers impactful TV and streaming ad solutions using aggregated first-party Comcast data insights to help businesses reach the right customers. In addition, advertisers can utilize its in-house creative agency, Mnemonic, to craft compelling messages as well as easily and affordably build campaigns. A division of Comcast, Comcast Advertising has a presence in 60+ markets and an estimated reach of 99 million U.S. adults that include both Comcast and non-Comcast households.*

To learn more about how you can make multiscreen TV work for your business, visit <http://www.comcastadvertising.com/contact-us/>

Authors



Annie Hagerty

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In this role, she leverages her passion for data and creativity by analyzing data to construct powerful stories that speak to the evolving video landscape. Annie's work empowers both internal and external stakeholders by allowing them to understand their consumers and confidently make data-driven decisions.



Travis Flood

Executive Director of Insights, Comcast Advertising

In this role, he uncovers new data insights to help advertisers better understand and implement audience-based buying strategies. Travis combines his passion for learning, an innovative spirit, and 20+ years of advertising experience to deliver actionable guidance to customers.



Cole Zaharris

Senior Analyst, Comcast Advertising

Cole applies her expertise in analyzing large-scale data sets to inform strategic business decisions at Comcast Advertising. Her passion for transforming raw data into actionable insights helps drive Comcast Advertising's impact across the TV and advertising technology industries.

*Estimate based on 2022 U.S. census of broadband subscriber households in Comcast-represented U.S. counties.

