



PREMIUM VIDEO PERFORMANCE:
ASSESSING THE ROLE OF MULTISCREEN TV
AS A FULL-FUNNEL PERFORMANCE DRIVER

Introduction

Television—inclusive of traditional and streaming—has long held its place as a premium video* channel to drive reach and build brand awareness. While TV has demonstrated its effectiveness at delivering results in each phase of the funnel, many advertisers still only use it for top-of-the-funnel goals.

To understand how today's brands and agencies evaluate TV's effectiveness in driving performance throughout the marketing funnel, Comcast Advertising partnered with AdExchanger to explore how TV compares to other channels like social media in terms of ease of use and driving impact, and what is needed to move the needle so advertisers can fully harness TV throughout the entire funnel.

Methodology

The findings in this report are based on an analysis from a survey of industry executives to understand how brands and agencies are using TV to drive results throughout all phases of the funnel. The survey was conducted by AdExchanger in May 2025 and received 200 responses. This report also cites other Comcast Advertising/FreeWheel research conducted in 2024 and 2025.

What is Premium Video?

[Premium video](#), as defined by the VAB and Comcast Advertising based on input from buyers, sellers, and viewers, is content delivered transparently, in a trusted brand-safe environment, seen by real people within a high-quality viewing experience.

Performance throughout the funnel is important to advertisers

Advertisers today know that driving consumer action is a full-funnel job: for campaigns to perform, they must be effective in all phases – from awareness to consideration to action. While building awareness often receives the most attention in ad campaign planning, our research found that **76% of advertisers say driving final consumer action, often resulting in sales, is also very important/important.**¹

The growing importance of the middle and lower funnel reflects advertiser requirements for TV advertising to deliver more effective and measurable full-funnel impact.

“TV has always been effective at driving results throughout the funnel because it helps advertisers connect with audiences in an impactful, engaging way that no other medium can. But the goal is making it as simple to buy, plan, and measure as social media. We know it works – now we just have to get better at enabling advertisers to easily harness its power to drive sustainable outcomes for their business.”

- James Rooke, President, Comcast Advertising



Advertisers on Importance of Each Phase of the Purchase Funnel When Planning Ad Campaigns

(Very Important/Important Ratings)¹





Many advertisers still view TV as an awareness driver

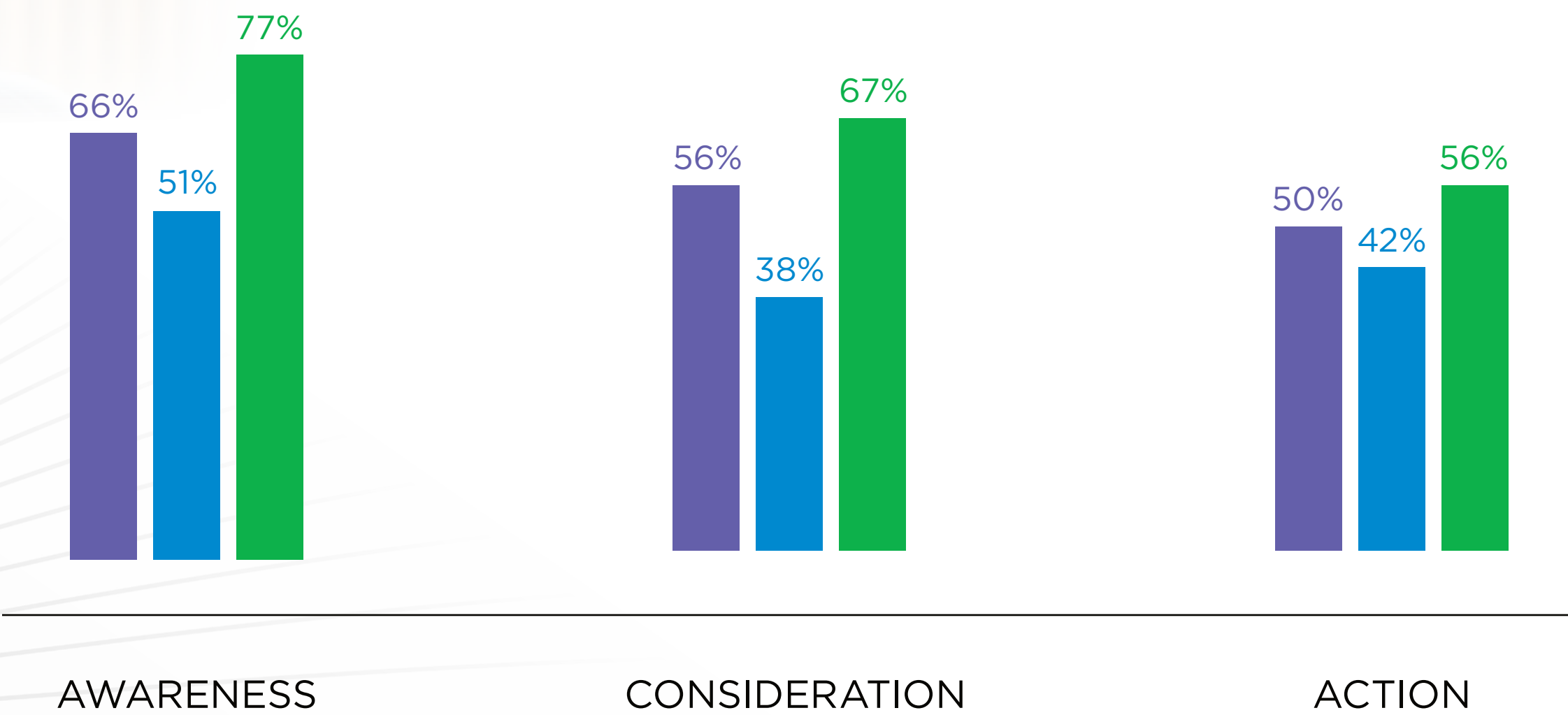
TV advertising is still most often used for awareness building. In fact, advertisers are 1.3X more likely to use TV for awareness compared to driving action.¹

Among advertiser respondents, it was found that larger brands were more likely to use TV throughout the funnel compared to those with smaller ad budgets, especially when it comes to driving consideration.

How Often TV is Used to Impact Each Phase of the Funnel

(Used All/Most of the Time Ratings)¹

All % Ad Budget <\$1M Ad Budget >\$1M



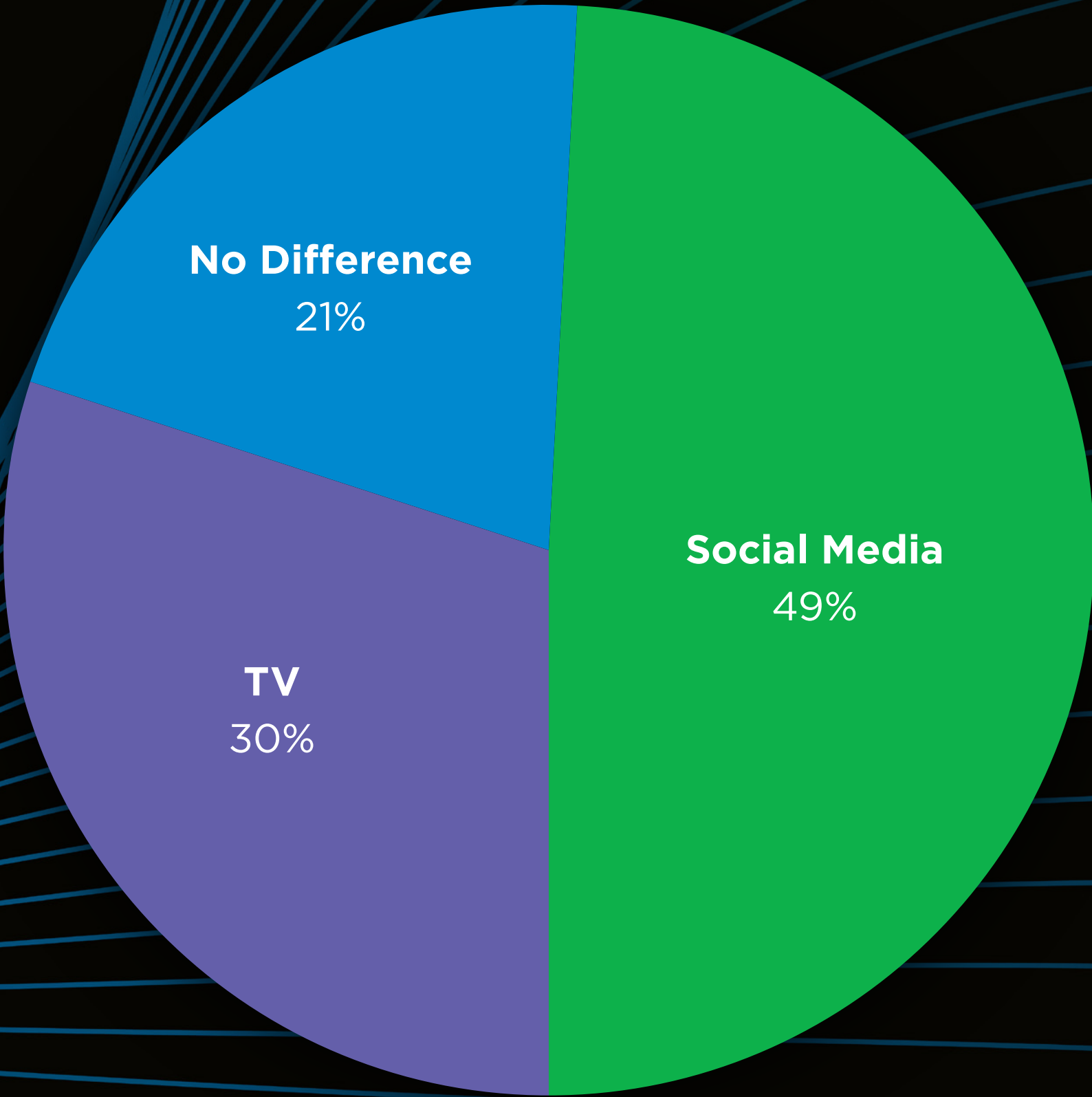
Social advertising benefits from simple and easy-to-use tools

Social media platforms have made it easier to plan, buy, and measure campaigns. To that point, **49% of advertisers favor social media for ease of creating and launching campaigns, compared to 30% favoring TV.**²

While social media ranks highest among advertisers surveyed for being the most efficient media to bring in new customers,¹ last-touch attribution and access to measurement tools may contribute to this perception.

One agency executive noted that in the near term, when it comes to TV advertising, they expect to see, “hopefully better targeting, similar to social ads.”¹

Ease of Creating & Launching Campaigns²



The tide is beginning to turn towards TV as a full-funnel performance engine

Thanks to better data and measurement options, advertisers are starting to recognize the value that TV delivers through the entire purchase funnel, understanding that the last-touch of advertising isn't the only touch that matters. In fact, a recent survey found **consumers are +42% more likely to say TV was how they first found out about a new brand.**³

According to this research, half of advertisers are starting to utilize TV for actionable results. This is especially true for advertisers with larger budgets.

As data and measurement options improve, advertisers are seeing the opportunity to leverage TV from awareness to consideration—and measure the results. The research found that 69% of advertisers agree that advances in data and technology are making it easier to measure TV's effectiveness as a performance engine, and nearly 40% use TV more as a performance engine today compared to five years ago.¹

69%

agree advances in data and technology are making it easier to measure TV as a performance engine¹

39%

use TV more as a performance engine today compared to five years ago¹

What will move the needle? Simpler tools & better measurement

While advertisers are aligned on TV's growing use throughout the marketing funnel, there is still work to be done for it to be embraced as the full-funnel performance driver it is.

Three key themes emerged from the research:

1. More programmatic adoption
2. Scaled access to measurement and attribution
3. End-to-end solutions

A brand executive said in the survey they expect to see “more targetability with seamless buying options and better reporting.”¹

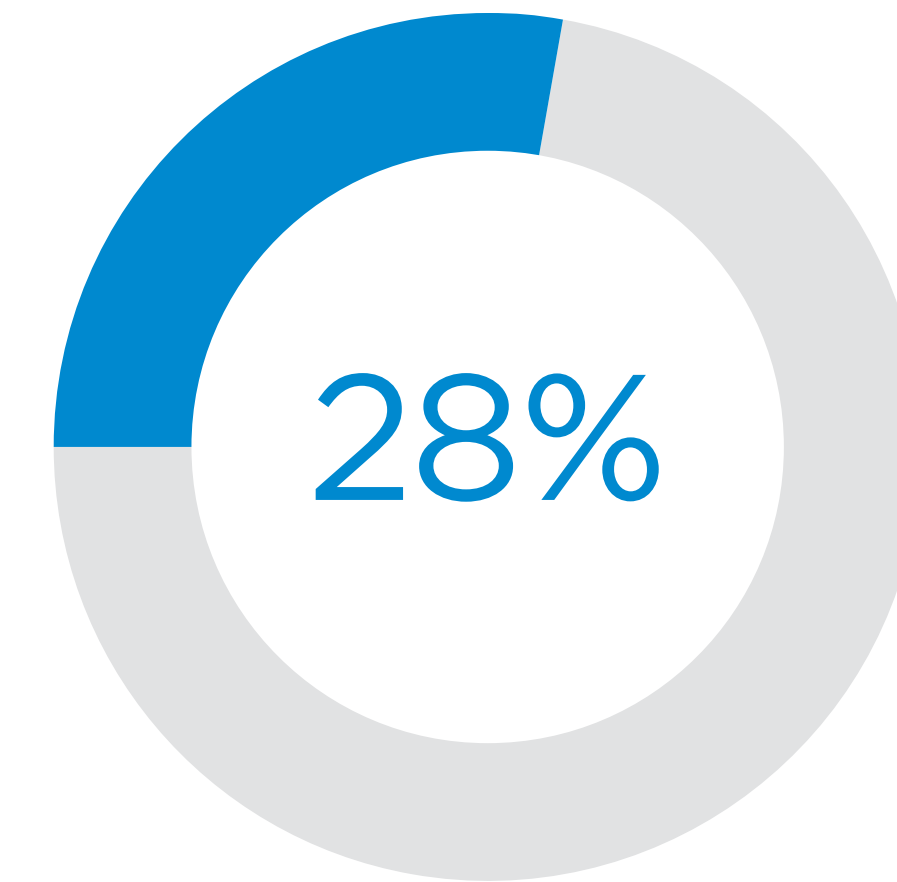
Another brand executive expects the industry to continue to focus on measurement because “with advancements in reporting and with AI it will be easier to connect sales to TV viewership.”¹

What will move the needle? More programmatic adoption

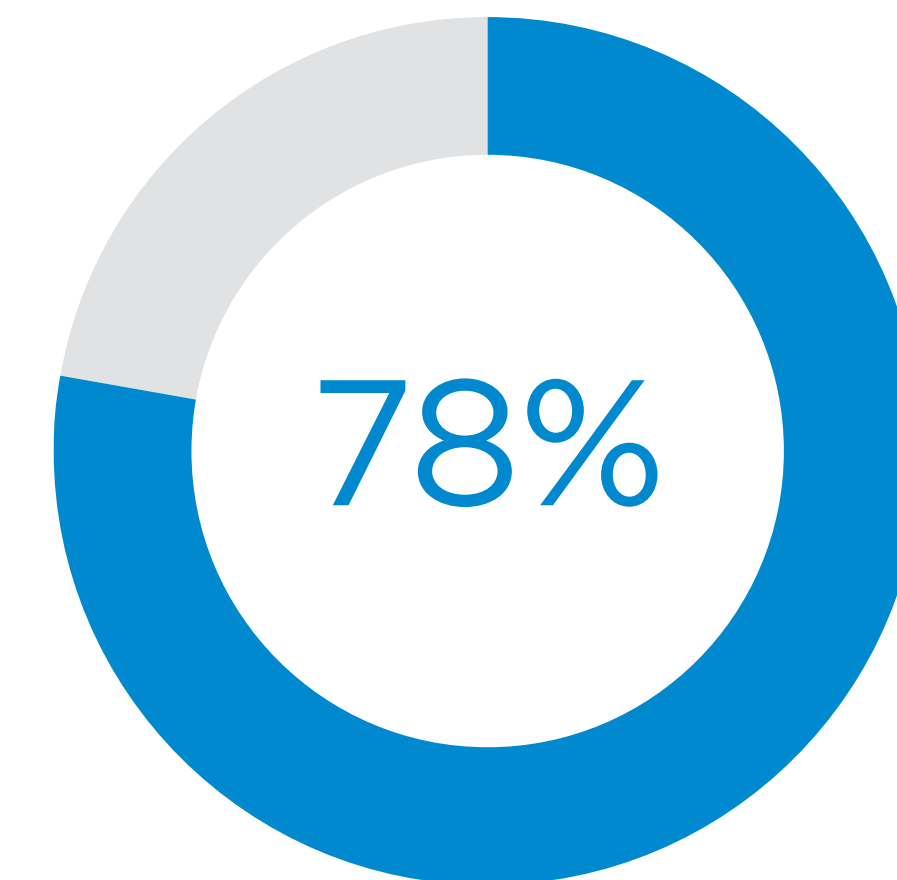
More programmatic adoption is emerging rapidly in the TV advertising space as it provides the ability to bring efficiency and automation to the buying process. And while only 28% of TV advertising is currently bought programmatically, 78% of advertisers agree that programmatic buying makes planning TV campaigns easier.

One brand executive noted that they expect the TV industry to experience: “Massive growth across CTV in terms of programmatic revenue and supply.”¹

% TV Transacted Programmatically⁴



% Agree that Programmatic Makes Buying Easier²



What will move the needle?

Scaled access to measurement and attribution

Most advertisers say their TV ad spend will increase as enhanced capabilities become available. Specifically, **68% say they would increase TV ad spend with more audience reach and engagement metrics, and 63% noted they want to see more attribution linking TV ad exposure to specific consumer actions or purchases.**¹

Advertisers are 2X more likely to prefer vendors to measure advertising performance, versus measuring it themselves.¹ Direct access to measurement within a buying platform is a standard that social media has set. Advertisers want choice: **nearly half (45%) of advertisers would increase TV advertising with the ability to choose from multiple solution providers to measure performance.**¹

An agency executive noted they expect “more clients will push to have conversion metrics and more detailed reporting from TV that aligns with the metrics they receive from lower funnel channels.”¹

Advertisers Say Increased TV Performance in a Number of Areas Will Increase Their Ad Spend¹

	Increase	Decrease	No Change
Audience reach and engagement metrics	68%	10%	22%
Attribution linking TV ad exposures to specific consumer actions or purchase decisions	63%	13%	24%
Web traffic data following TV ad airing	59%	12%	29%
Real-time performance measurement	54%	12%	34%
Direct access to measurement/attribution within a buying platform	53%	13%	34%
Brand lift metrics	45%	14%	41%
The ability to choose from multiple solution providers to measure performance	45%	12%	43%

What will move the needle?

End-to-end solutions

Advertisers also want end-to-end platform solutions, but they don't always achieve this—especially with TV campaigns. Fifty-eight percent of advertisers prefer to work with platforms that provide end-to-end solutions that include planning, buying, and reporting, yet 47% work with four or more partners to obtain access to TV inventory.¹

58% of advertisers prefer to work with platforms that provide end-to-end solutions that include planning, buying, and reporting.¹

An end-to-end platform is one that provides planning and buying capabilities, as well as measurement across the purchase funnel. Overall campaign delivery metrics are just as important to advertisers as sales, showcasing the importance for platforms to be able to offer measurement solutions across the funnel.

How Advertisers Evaluate the Success of Advertising Campaigns¹

How do you evaluate the success of an advertising campaign? ¹	% Agree (Top 2 Box)
Campaign metrics (GRPs, Impressions, etc.)	77%
Audience metrics (Reach & Frequency)	76%
KPIs (website visits, store visits, etc.)	75%
Sales	77%

An agency executive noted they expect to see more “direct-to-consumer efficacy increasing because of technical advances.”¹

Conclusion

TV has stood the test of time when it comes to driving engagement and making connections with audiences. While many advertisers look to television for reach and awareness, they have tended to stop there. But as the technology and data for TV improves, it's becoming easier to transact, target, measure, and drive consumer action.

With the growth of tools like addressable advertising across traditional and streaming, as well as advancements in cross-screen measurement and reporting, it will be easier than ever to connect TV ad exposure to sales.

With access to the right tools, TV's value as a sustainable, relevant solution for brands is extremely powerful—and unmatched.

Sources

1. AdExchanger survey commissioned by Comcast Advertising, April-May 2025, n=200.
2. Ad Perceptions study commissioned by FreeWheel, April 2025, n=305.
3. Dynata survey commissioned by Comcast Advertising of viewers, March 2025, n=1,000.
4. FreeWheel, Video Marketplace Report, 2H 2024.