



MULTISCREEN TV ADVERTISING REPORT

Benchmarks & Best Practices for TV & Streaming Campaigns

1H 2025

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Introduction

As viewers move between traditional TV and streaming platforms, advertisers must follow suit—or risk being left behind. To maximize ad campaign impact, a multiscreen TV strategy is no longer optional; it's essential. Multiscreen TV has long been a powerhouse for building brand awareness. Today, advertisers are increasingly leveraging its power to drive consumer action and deliver measurable results as well. In fact, 69% of advertisers agree that advances in data and technology are making it easier to measure TV's impact.¹

This report reveals how multiscreen TV strategies deliver more than just reach—they drive real results. Combining traditional TV with streaming significantly increases website visits and layering in addressable TV leads to even stronger conversion rates.

In the first half of 2025, multiscreen TV continued to shape how advertisers connect with audiences. Our campaign analysis shows that while traditional TV remains the cornerstone of reach, streaming plays a vital role in extending that reach—capturing audiences that traditional TV cannot. Read on to see how advertisers can leverage the power of multiscreen TV advertising to drive action.

Source: 1. AdExchanger & Comcast Advertising, "Premium Video Performance: Assessing Multiscreen TV as a Full-Funnel Performance Driver," June 2025.



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 and streaming TV together to achieve their campaign objectives. These findings build on insights from over 260,000 multiscreen TV campaigns analyzed since 2019.

The comprehensive data set used for this report consists of independently aggregated data from:

 **30M+**
Comcast households (HHs)

 **30,000+**
multiscreen TV advertising campaigns

 **Billions**
of ad impressions

1H 2025 key findings

01 Traditional TV is vital for video ad campaigns

75% of multiscreen advertising campaign reach comes from traditional TV.

02 Streaming provides additional reach

60% of households reached by streaming are incremental to those reached by traditional TV.

03 Streaming delivers hard-to-reach households

Streaming impressions are 6.8X more likely to be delivered within light and no-TV households.

04 Multiscreen TV strategies drive conversions

73% of website conversions are driven by traditional TV with the remaining coming from streaming.

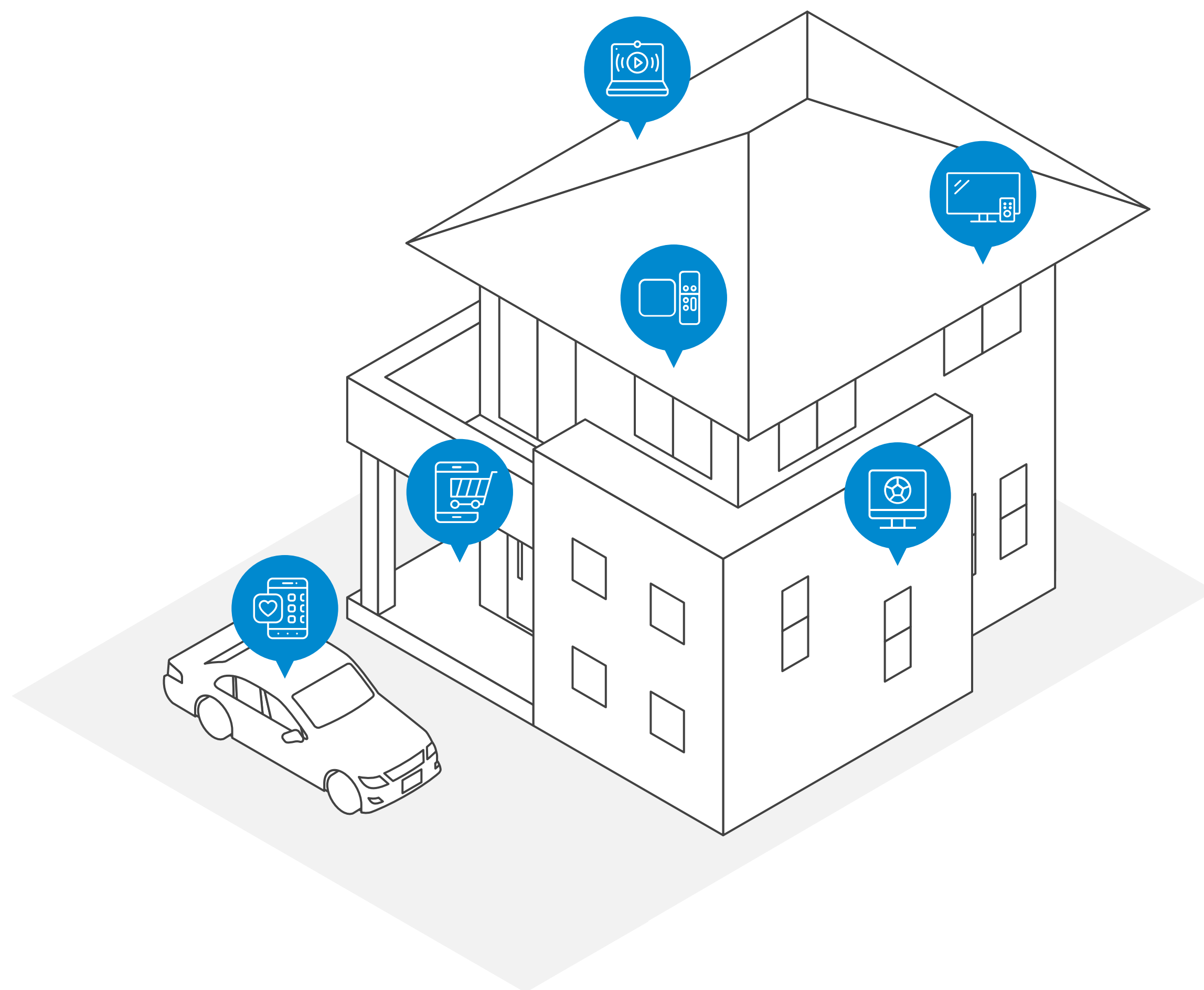
05 Addressable campaigns convert at a higher rate

Campaigns convert at a +40% higher rate when addressable is included.

06 Streaming allocation maximizes reach and conversions

Reach and website activity peak when 30% of investment is allocated to streaming.





Where audiences watch, multiscreen TV connects

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.

People are watching content:

- From leading premium video publishers
- On multiple screens and devices
- Inside and outside the home
- With millions of viewing behavior combinations



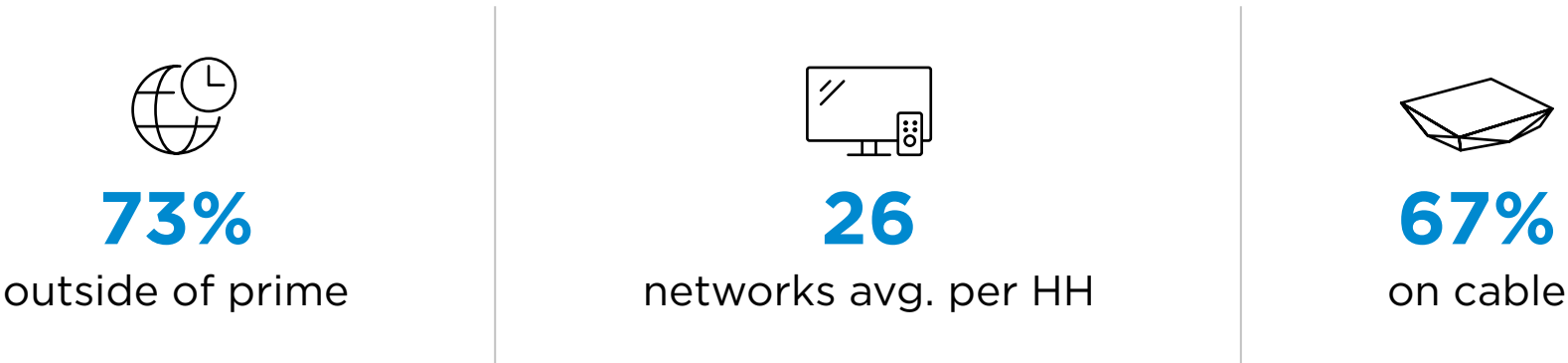
Advertisers must get their message out to audiences where they are watching. This means partnering with companies that have both the scale to deliver and the ability to report on performance across screens.

The latest in traditional TV viewership



Households that have traditional TV watch an average of 6+ hours a day

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. | Source: Comcast aggregated viewership data, 1H 2025.





The latest in streaming insights

The majority of streaming happens on the largest, most engaging screen in the home.

Breakdown of streaming usage

82%
of streaming happens on the TV screen



Streaming consists of impressions delivered via:



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! When it's time to tune in, viewers go big. Premium video content is most often consumed on the largest screen available, giving your message maximum visibility and impact.

Source: Comcast aggregated data from streaming campaigns, 1H 2025.

Traditional TV provides scale, while streaming extends reach

In today’s dynamic video landscape, a multiscreen TV strategy is non-negotiable. When it comes to maximizing audience reach, our analysis shows that traditional TV and streaming work best together.

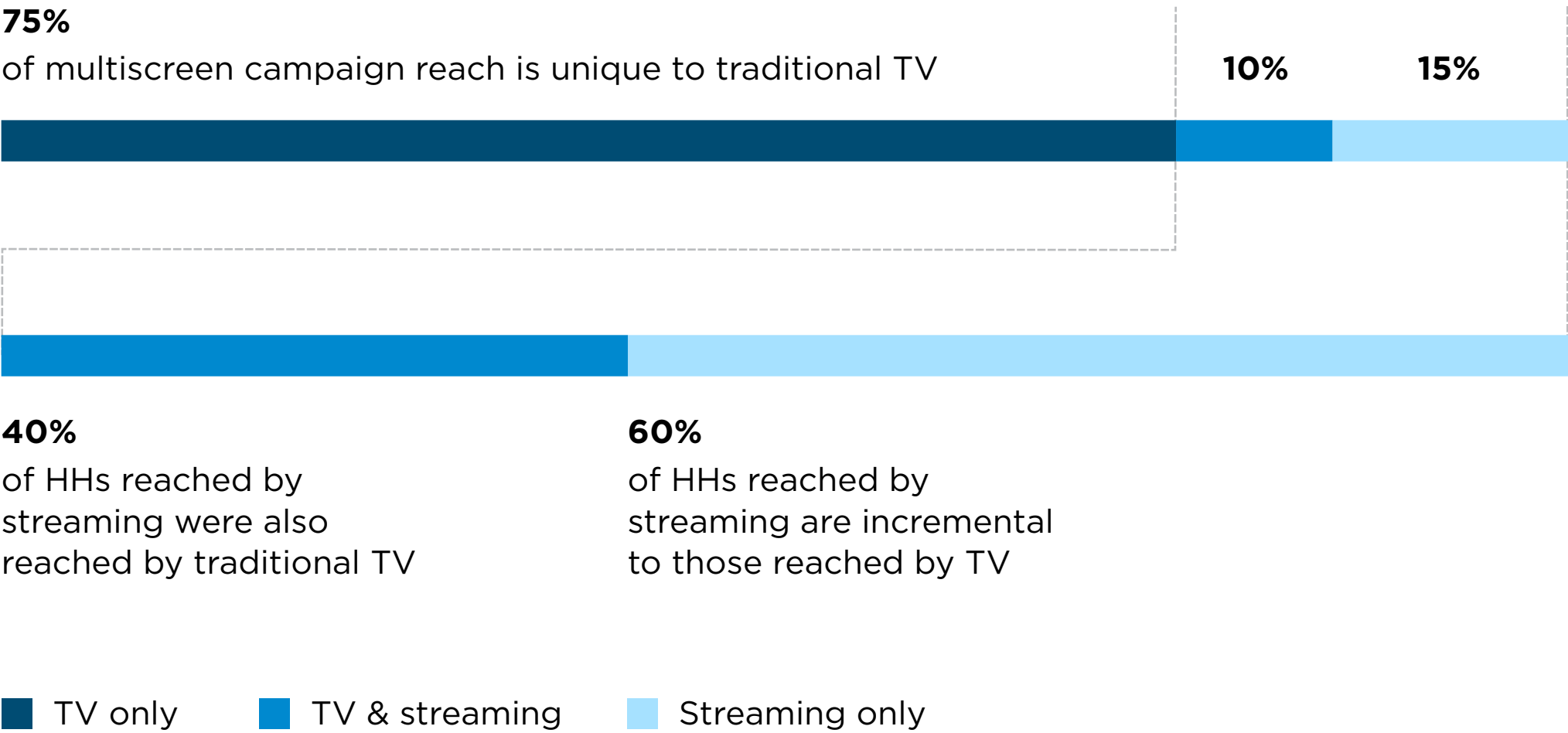
Across the 30,000 multiscreen campaigns measured, an average of 75% of audience reach was unique to traditional TV, 15% was unique to streaming, and 10% of audiences were reached by both. Of the households reached by streaming, 60% were not reached by traditional TV.



A multiscreen TV approach is the key to maximizing reach. Excluding traditional TV or streaming from an ad strategy means missing key audiences.

Source: Comcast aggregated viewership data combined with ad exposure data from TV + streaming campaigns, 1H 2025.

Share of campaign reach



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Streaming delivers hard-to-reach households

Marketers are looking for ways to extend their reach beyond those that typically see their message. And in the case of hard-to-reach households, streaming delivers. In fact, streaming impressions are 6.8X more likely to be seen within these households. On average, more than half of all streaming impressions go to light and no-TV viewing households.

% of impressions to light and no-TV viewing HHs*



Streaming impressions are

6.8X
more likely to be seen within light and no-TV viewing households (vs. traditional TV)

Streaming is especially effective at 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 1H 2025. 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.
Source: Comcast aggregated viewership data combined with ad exposure Data from TV + streaming campaigns, 1H 2025.

Addressable enhances multiscreen TV campaigns

Precision meets scale when addressable joins the mix. Incorporating an addressable strategy into an existing multiscreen TV campaign ensures you connect with target audiences more often—and more effectively.

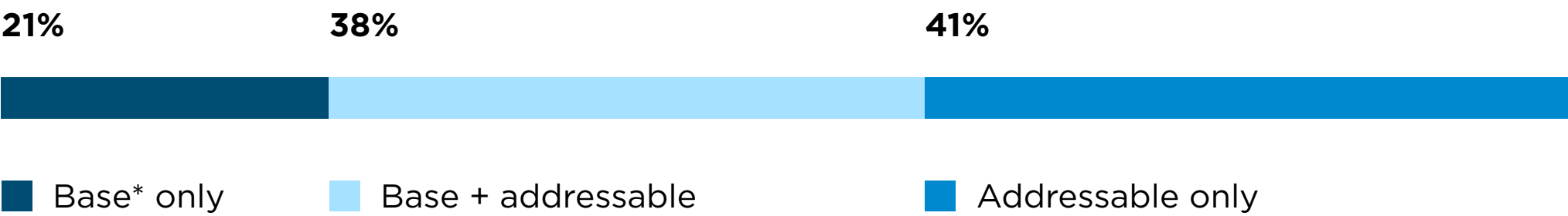
When added to a multiscreen TV strategy, addressable exclusively delivers 41% of target audience reach and total target frequency is +58% higher.



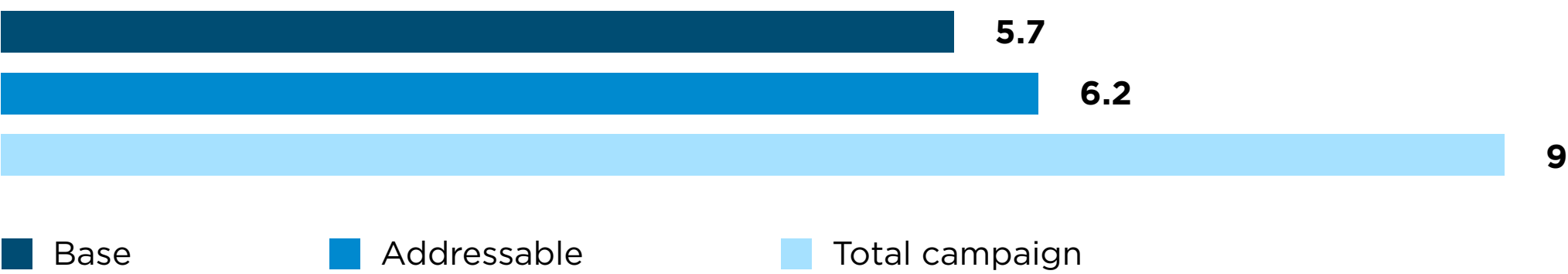
Addressable advertising is delivered where and when the target household is watching. Layering addressable onto an existing multiscreen TV strategy delivers greater target reach and frequency.

*Base – the non-addressable traditional TV and streaming portion of the total campaign.
Source: Comcast aggregated viewership data combined with ad exposure data from Audience Addressable campaigns, 1H 2025.

Target reach across campaigns



Target frequency is higher with multiple tactics



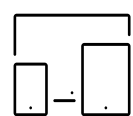
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A Closer Look: **How multiscreen TV drives action**

How multiscreen TV drives action

Advertisers have always used TV to build brand awareness—and today, that awareness extends across screens. When consumers see a brand’s message in a premium video environment, they’re more likely to take action, often searching for the brand online.



#1

Multiscreen TV is the most common form of media for brand discovery

 **Awareness:** Driven by reach



9 in 10

consumers search for a product directly

 **Action:** Consideration leads to action

In this *Closer Look*, we leverage insights from a trusted third-party partner to reveal how different TV advertising tactics influence brand website activity.

Source: Aggregated analysis of Comcast Advertising's Multiscreen IMPACT; Comcast Advertising ad exposure data tied to advertiser website activity, powered by Innovid, full footprint, 1H 2025. 150 advertiser campaigns.

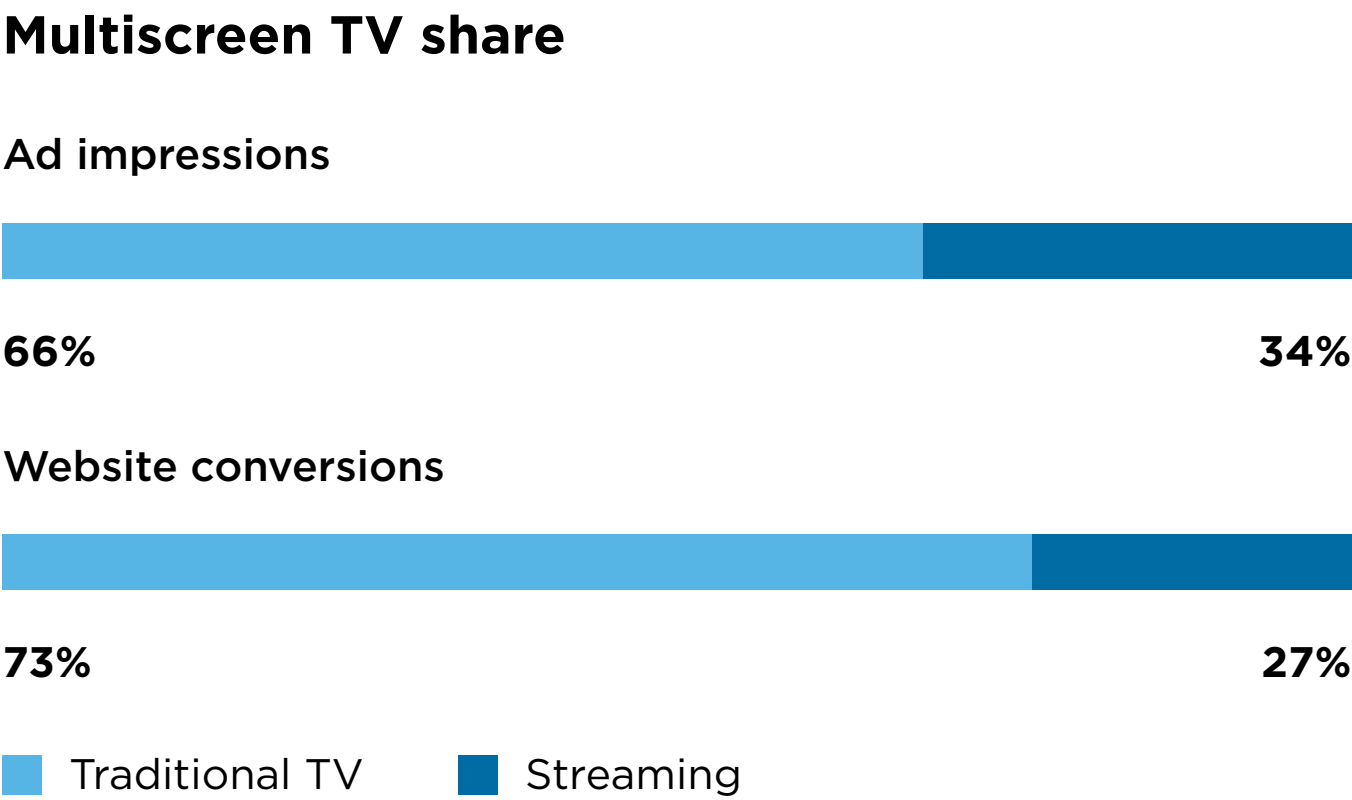


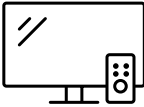
Traditional TV drives conversions; streaming extends impact

While both traditional TV and streaming drive action, exposure to traditional TV is more likely to result in website conversions—visits to the brand’s website.

On average, 73% of converting households can be attributed to traditional TV, while streaming drives the remaining 27% of conversions.

! Multiscreen TV is a proven path to performance. To maximize reach and conversions, it’s crucial that advertisers invest in both traditional and streaming TV.



 Traditional TV over-indexes on the impressions-to-conversions ratio emphasizing its value in driving action.

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Source: Aggregated analysis of Comcast Advertising’s Multiscreen IMPACT; Comcast Advertising ad exposure data tied to advertiser website activity, powered by Innovid, full footprint, 1H 2025. 150 advertiser campaigns.

Addressable advertising converts at a higher rate

Combining the power of multiscreen TV advertising with the precision of addressable drives stronger website conversions. In fact, when addressable is layered onto a base multiscreen TV campaign, it accounts for 2 in 5 conversions. While the majority of conversions are attributed to the base campaign, a significant portion can be directly linked to addressable.

Moreover, campaigns that incorporate addressable convert at a +40% higher rate than those without. For example, if a base campaign yields a 10% conversion rate, adding addressable could boost that rate to 14%, underscoring its measurable impact.

 **To maximize campaign impact, addressable must be included in a multiscreen ad strategy. It provides precision, scale, and measurable results.**

 Addressable accounts for **2 out of 5** conversions

Example:
A campaign yields 50 website visits, with 20 of those visits coming from the addressable component

 **+40%** higher conversion rate

Example:
Base campaign = 10% conversion rate
Base + addressable = 14% conversion rate

Source: Aggregated analysis of Comcast Advertising's Multiscreen IMPACT; Comcast Advertising ad exposure data tied to advertiser website activity, powered by Innovid, full footprint, 1H 2025. 150 advertiser campaigns.

Multiscreen TV recommendations

Website conversion rates peak when 70% of investment is allocated to traditional TV and the remaining 30% goes to streaming. This validates previous findings from over 260,000 multiscreen campaigns—maximum audience reach happens when 70% of investment goes to traditional TV.

For advertisers incorporating addressable in their multiscreen TV ad strategy, an incremental 30% investment can boost reach, frequency, and conversions.

Multiscreen TV investment allocation to maximize outcomes



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! To maximize reach and web conversions, allocate majority of investment (70%) to traditional TV with the remaining investment (30%) to streaming.

Source: Comcast aggregated viewership data, 1H 2025.

For more insights



The Local Advertiser’s Guide to Addressable Advertising

While many national advertisers have started to harness the power of addressable for their campaigns, local advertisers may not yet understand the value that addressable can offer their brand and goals, too.

[Click here to download report](#) ➔



Reaching Multigenerational Audiences

A Multiscreen TV Advertiser’s Guide

This report provides recommendations that empower advertisers to better harness multiscreen TV to maximize reach, engagement, and impact with audiences across every screen and generation.

[Click here to download report](#) ➔



Premium Video Performance

Assessing the Role of Multiscreen TV as a Full-Funnel Performance Driver

This report from Comcast Advertising and AdExchanger uncovers critical insights into how advertisers are evolving their approach to premium video, what’s holding them back, and what’s required to unlock TV’s performance potential.

[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 client creative team to craft compelling messages as well as easily and affordably build campaigns. 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 www.ComcastAdvertising.com/contact-us

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

Authors



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Manager of Insights, Comcast Advertising

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.



Tiana-Rae Tuncap
Content Strategy Manager, Comcast Advertising

In this role, she leads the creation of content that helps advertisers stay ahead in the shifting TV landscape. Working closely with the Insights team, she develops blogs, research reports, and infographics that turn data into clear, actionable resources—empowering advertisers to confidently make decisions.

