



# MULTISCREEN TV ADVERTISING REPORT

Benchmarks and Best Practices for TV & Streaming Campaigns

2H 2025

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# Introduction

In today's complex media landscape, audiences shift across screens and platforms in pursuit of engaging content. And as advertisers work to keep pace with ever-changing viewership behaviors, one thing remains clear: A multiscreen strategy is the most effective way to reach any audience.

Over the past several years, Comcast Advertising has analyzed nearly 300,000 multiscreen TV campaigns, and the findings consistently reinforce that traditional TV is the cornerstone of successful campaigns.

With 77% of unique audience reach coming from traditional TV,<sup>1</sup> it delivers the scale that advertisers rely on, while streaming TV adds the incremental reach needed to connect with the households that traditional TV alone cannot.

In this report, we take a closer look at how different audience groups—young adults, middle-aged adults, and retirees—engage with video. Despite their distinct behaviors, a couple of patterns hold true: Multiscreen TV maximizes reach, and streaming is essential for reaching light and no-TV households across all audiences.

These insights empower advertisers to build smarter, audience-aligned strategies that meet viewers where they are and ensure no opportunity is missed.



# 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 nearly 300,000 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

# 2H 2025 key findings

## 1 Traditional TV is vital for video ad campaigns

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

## 2 Streaming provides additional reach

61% of households reached by streaming are incremental to those reached by traditional TV.

## 3 Streaming delivers hard-to-reach households

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

## 4 Addressable boosts target reach and frequency

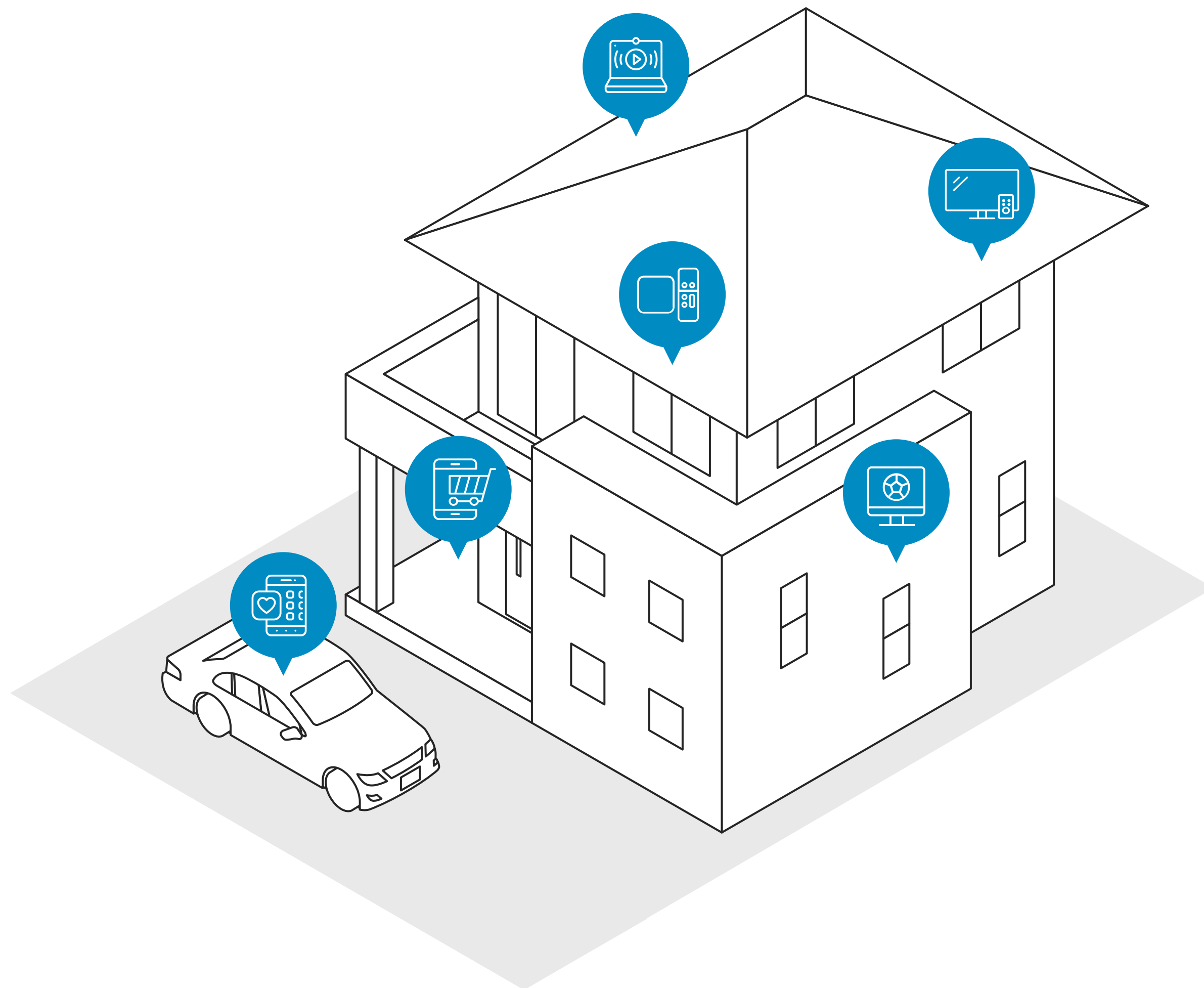
When addressable is added to a multiscreen TV campaign, it delivers 46% of the unique target audience reach.

## 5 Multiscreen TV is key to reaching different audiences

Multiscreen TV is essential, but the mix differs across demographics.

## 6 Streaming allocation maximizes reach

Reach peaks 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

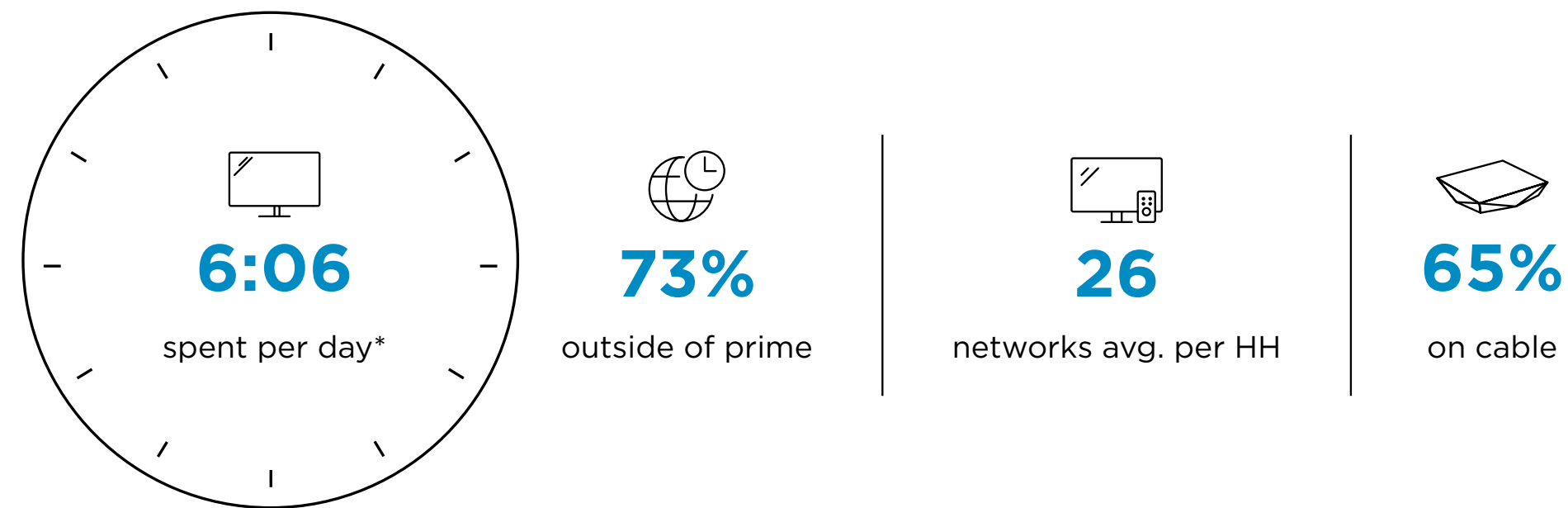


**Advertisers must get their message out to audiences where they are watching. This means partnering with companies that have both the scale to deliver and the ability to report on performance across screens.**

# The latest in traditional TV viewership

Households that have traditional TV watch an average of 6+ hours a day.<sup>1</sup>

## Breakdown of Traditional TV Viewing<sup>1</sup>



**!** 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.





# The latest in streaming insights

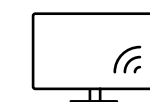
The majority of streaming happens on the largest, most engaging screen in the home

## Breakdown of Streaming Usage<sup>2</sup>

**87%** of streaming happens on the TV screen\*



## Streaming consists of impressions delivered via:



**77%**  
CTV



**10%**  
STB



**8%**  
Mobile



**5%**  
Web



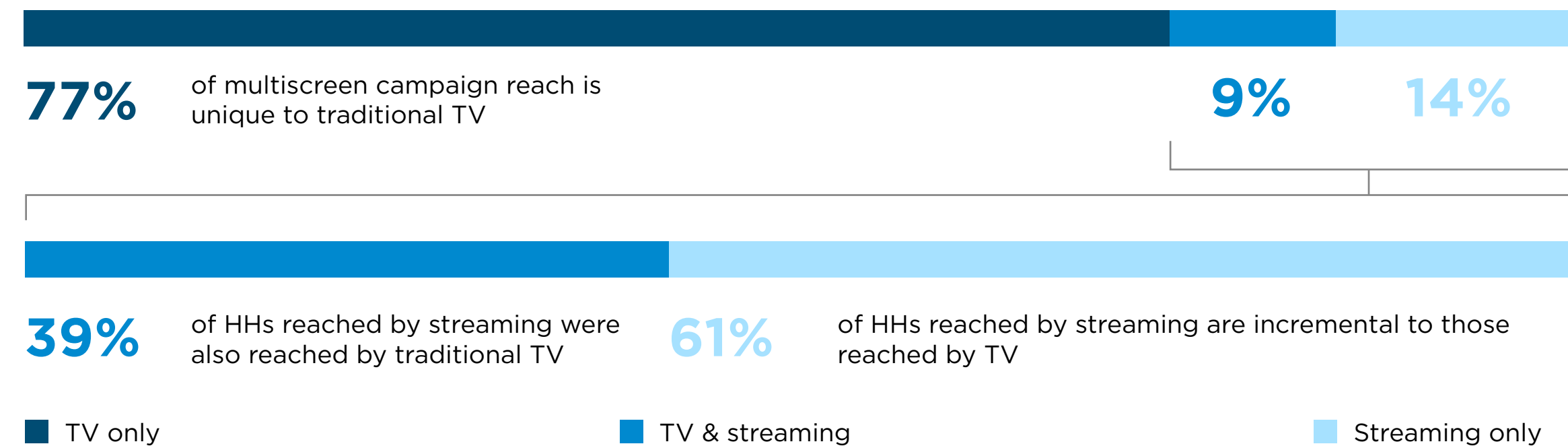
**When it's time to tune in, viewers go big. Premium video content is most often consumed on the largest screen available, giving your message maximum visibility and impact.**

# 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 77% of audience reach is unique to traditional TV, 14% is unique to streaming, and 9% of audiences are reached by both.<sup>3</sup> Of the households reached by streaming, 61% were not reached by traditional TV.<sup>3</sup>

## Share of Campaign Reach<sup>3</sup>



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





# Delivering 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 and addressable deliver. In fact, streaming impressions are 7X more likely to be seen within these hard-to-reach households.<sup>3</sup> Addressable impressions are +58% more likely to reach light and no-TV HHS.<sup>4</sup>

**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\***



**9%**

traditional TV



**63%**

streaming

**Addressable impressions are**

**58%**

more likely to be seen within light and no-TV viewing households (vs. average multiscreen TV campaigns)

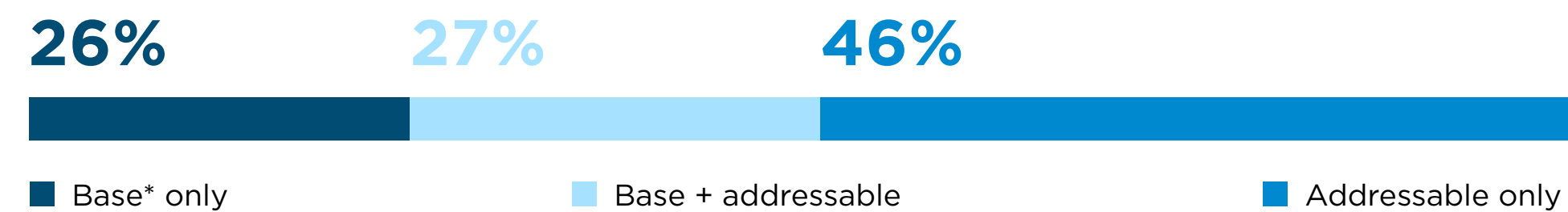


**Streaming and addressable are especially effective at reaching households that watch very little or no traditional TV.**

\*No-TV viewing HHS are defined as those with no TV service or TV viewing in 2H 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.

# Addressable enhances multiscreen campaigns

## Target Reach Across Campaigns<sup>4</sup>



## Monthly Target Frequency is Higher with Multiple Tactics<sup>4</sup>

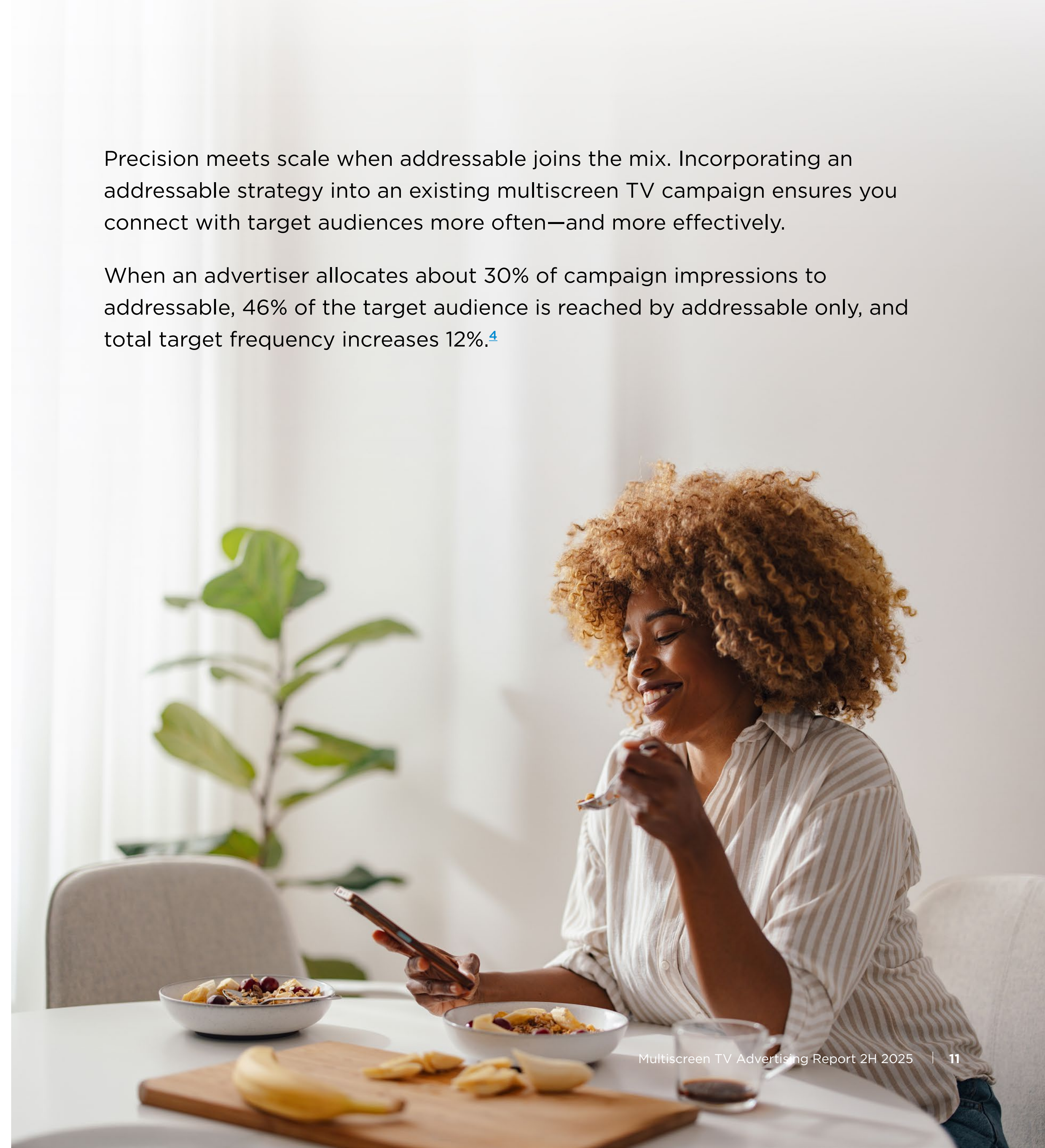


**! Addressable advertising is delivered where and when the target household is watching. Layering addressable onto an existing multiscreen TV strategy delivers greater target reach and frequency.**

<sup>4</sup>Base - the non-addressable traditional TV and streaming portion of the total campaign

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 an advertiser allocates about 30% of campaign impressions to addressable, 46% of the target audience is reached by addressable only, and total target frequency increases 12%.<sup>4</sup>





# Multiscreen TV recommendations

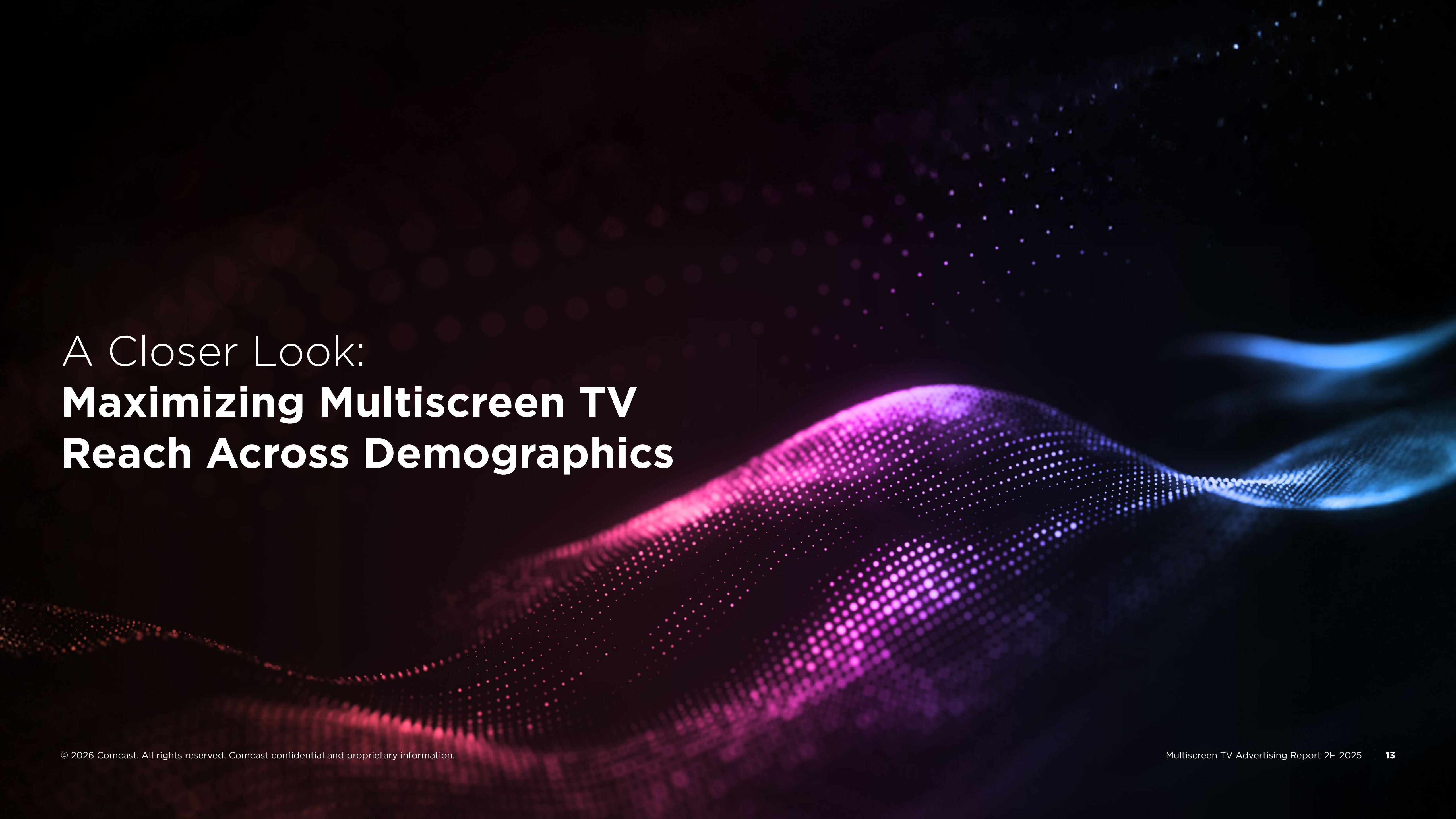
This recommendation comes from years of analysis of nearly 300,000 multiscreen TV campaigns. Current research reveals that reach is maximized when 30% of investment is allocated to streaming and the remaining 70% allocated to traditional TV.

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 Reach<sup>3</sup>



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



A Closer Look:  
**Maximizing Multiscreen TV  
Reach Across Demographics**

# Examining multiscreen TV reach across demographics

Today's audiences no longer follow a single, predictable media path. In this Closer Look, we examine three distinct audience groups to give advertisers an understanding of how to maximize reach within each demographic.

Reaching audiences effectively requires a multiscreen TV strategy, one that combines the scale of traditional TV with the incremental power of streaming across every audience group.

## Young adults

May be single, starting careers, or beginning young families

## Middle-aged adults

More settled financially, in careers and routines

## Retirees

May be retired, empty nesters, or grandparents



# Viewing behavior varies across audiences

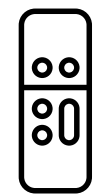
We asked consumers in these audience groups about their viewing habits and found that while their behaviors are similar, the ways they engage can vary significantly.

## Young adults

## Middle-aged adults

## Retirees

## Commonalities



### Consumption

**+35%**

more likely to watch with others<sup>5</sup>

**+65%**

more likely to be a light TV viewer<sup>5</sup>

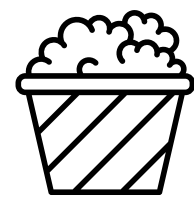
**+48%**

more likely to watch all ad-supported content<sup>5</sup>

All watch

**10+**

hrs of TV per week, mostly at home<sup>5</sup>



### Content

**+39%**

more likely to watch reality<sup>5</sup>

**+23%**

more likely to watch true crime<sup>5</sup>

**+30%**

more likely to watch the news<sup>5</sup>

**All**

favor sports and entertainment<sup>5</sup>

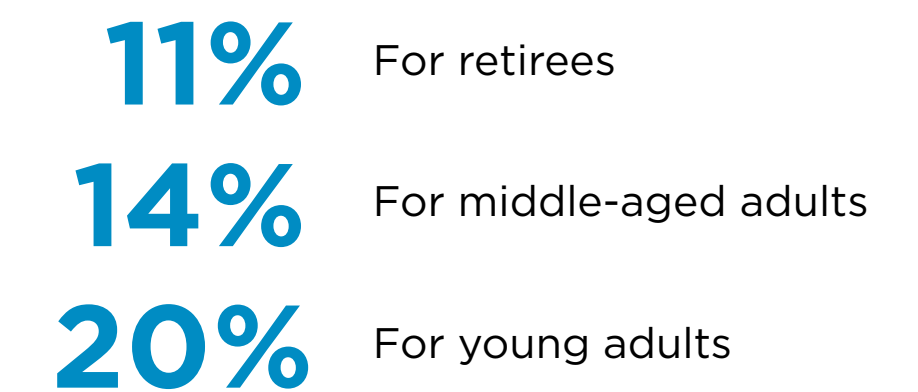
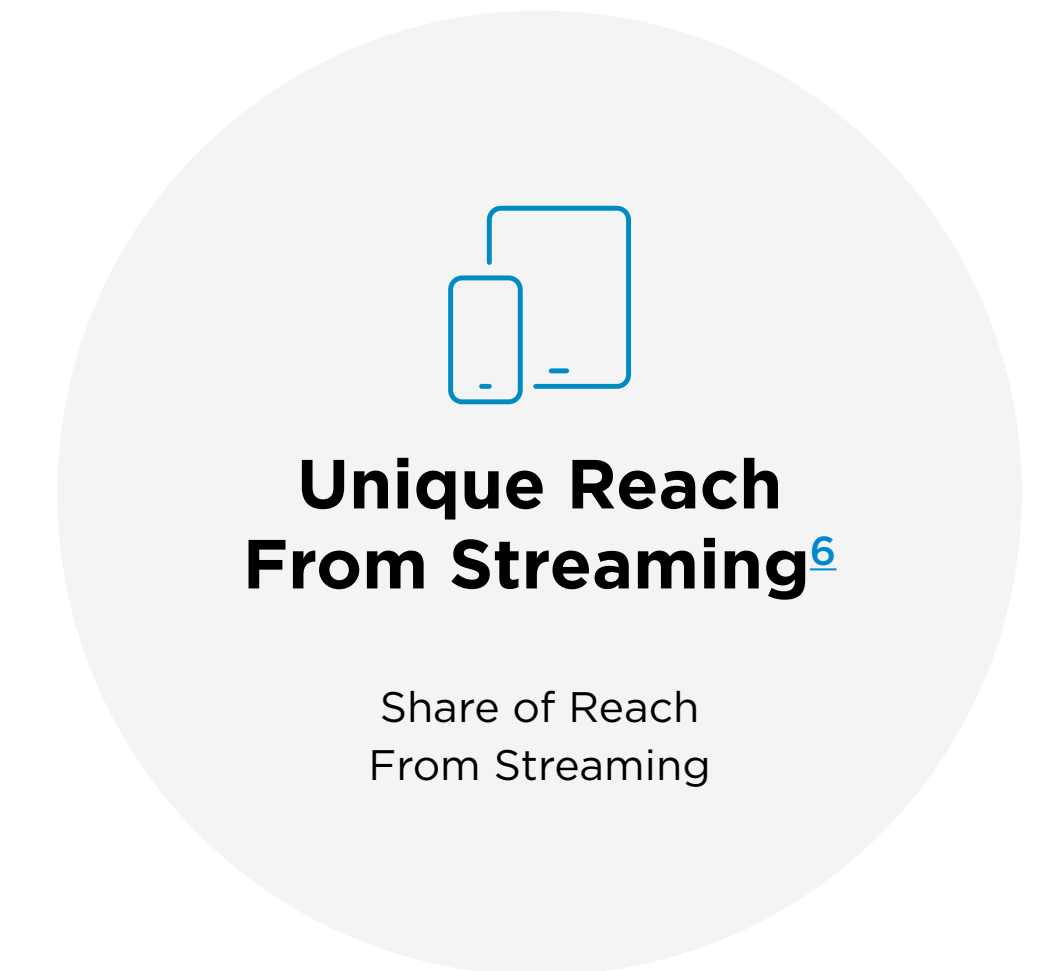
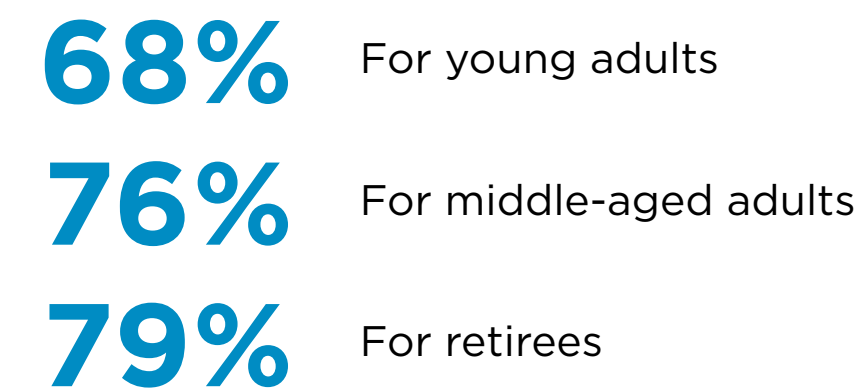
# The multiscreen TV mix must reflect the audience

Traditional TV remains the primary driver of reach across all audiences, though the share varies by life stage. For retirees, it is especially critical, delivering 79% of their unique reach.<sup>6</sup>

Streaming adds valuable incremental reach regardless of the audience. It becomes most important for young adults, who rely heavily on digital and multiscreen viewing.

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**!** Multiscreen tactics work in similar ways regardless of the audience you want to reach.



# Streaming delivers hard-to-reach households across all audiences

Streaming behavior varies between audiences. As might be expected, the share of streaming impressions to young adults is higher (+20%), compared to retirees.<sup>6</sup> Regardless of demographic, it remains an effective way to reach light and no-TV households.

Streaming impressions are

## 6X more likely

to deliver hard-to-reach households across all audiences, compared to traditional TV<sup>6</sup>

**6.4X** For young adults

**6.3X** For middle-aged adults

**6.4X** For retirees



Regardless of the audience, streaming helps reach the households that traditional TV does not.

# Sources

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1. Comcast aggregated viewership data, 2H 2025.
2. Comcast aggregated data from streaming campaigns, 2H 2025.
3. Comcast aggregated viewership data combined with ad exposure data from TV + streaming campaigns, 2H 2025.
4. Comcast aggregated viewership data combined with ad exposure data from Audience Addressable campaigns, 2H 2025.
5. Comcast Advertising survey conducted by Dynata, n= 800. Base: U.S. Adults 18+ who have watched video content (excluding social media) in the past 3 months and subscribe to/have access to paid streaming or FAST in their household.
6. Comcast Aggregated Viewership Data combined with ad exposure data from TV + streaming campaigns, 2H 2025. Target as defined by Experian.

# For more insights



## TV Makes Memories 2026

Why TV Is the Catalyst for Brand Impact and Consumer Action

This report highlights why TV not only remains the most effective way to make memories but how it strengthens other channels and helps drive impact throughout the entire marketing funnel.

[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](#)



## 2026 Comcast Advertising Report

Actionable Advice for the Modern TV Advertiser

This annual report offers a holistic perspective of how viewers are viewing, how buyers are buying, and how sellers are selling by analyzing data insights from across from Comcast Advertising. This iteration also aims to offer key insights into how AI is impacting TV advertising.

[Click here to download report](#)

# Authors



## Annie Hagerty

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.



## Owen Bailey

Senior Insights Analyst,  
Comcast Advertising

In this role, he distills complex datasets into simple, actionable insights that help advertisers make more impactful decisions. Owen draws from a diverse background in advertising, research, and education to help others confidently navigate the TV Advertising landscape.



## 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.

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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 http://www.comcastadvertising.com/contact-us/](http://www.comcastadvertising.com/contact-us/)

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

