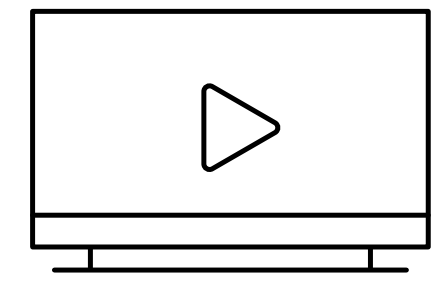


BUFFFACTORY

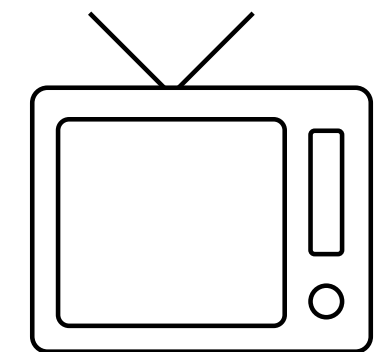
# MEDIA AND CONTENT CONSUMPTION TRENDS

HYBRID VIEWING IS THE NEW NORMAL: NEARLY 8 OUT OF 10 IN THE EU5 HOUSEHOLDS WATCH A MIX OF LINEAR & CTV

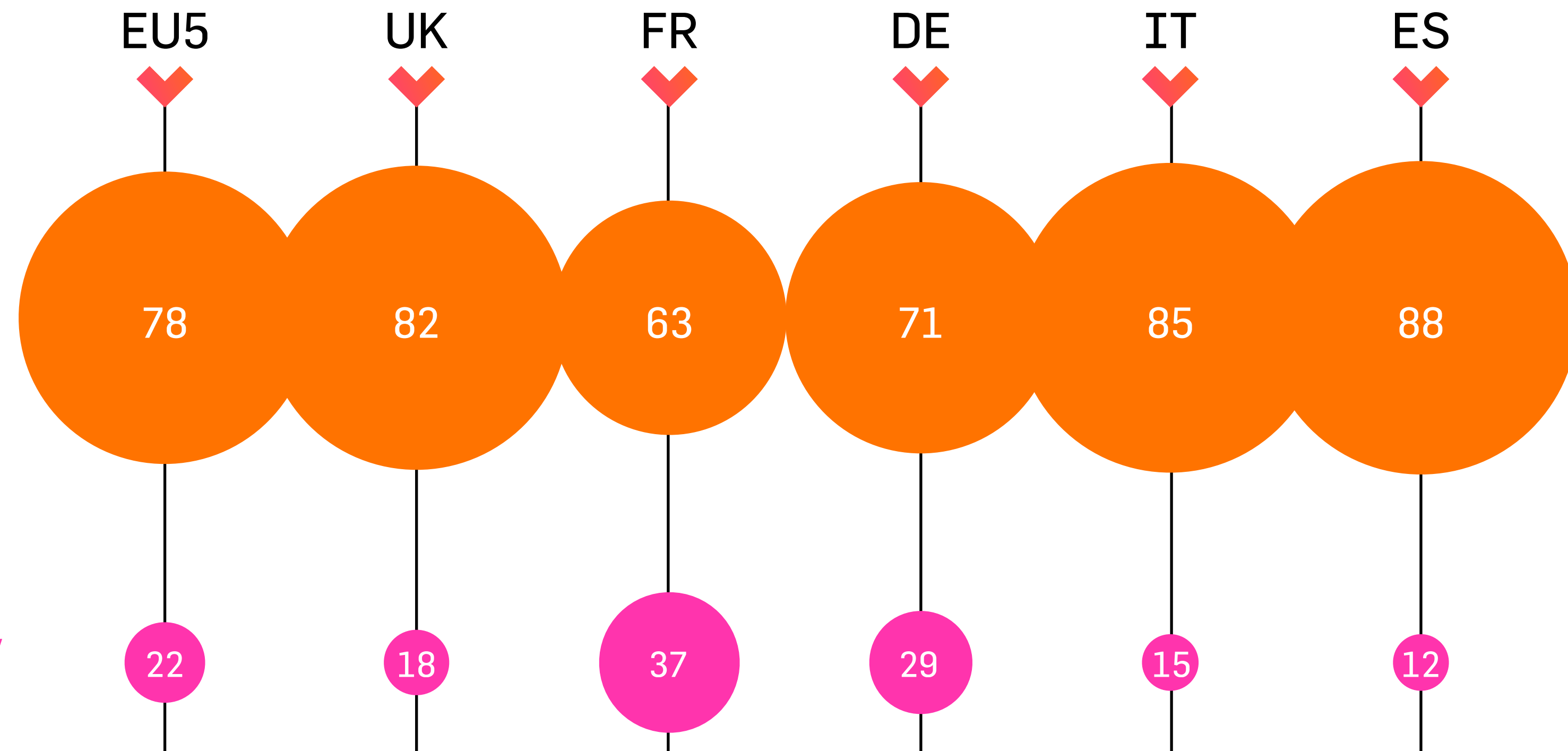
Watching TV (share of viewing types) - By Country  
Respondents in %



HYBRID VIEWERS



ONLY TRADITIONAL TV



# MEDIA AND CONTENT CONSUMPTION TRENDS

AVOD IS GAINING ON SVOD

85%

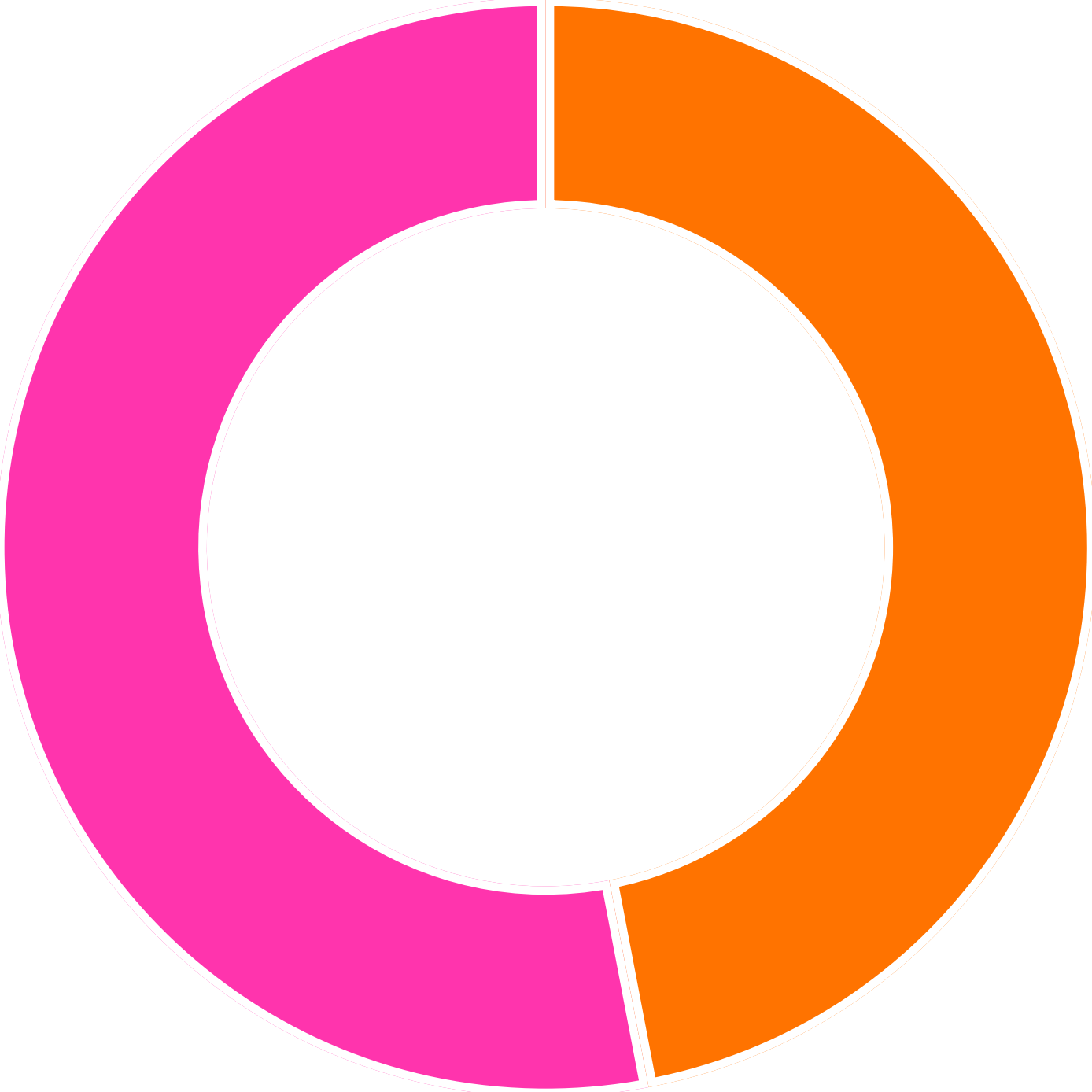
of CTV viewers watch  
ad-supported CTV content

47%

of CTV content consumption  
is ad-supported

CTV viewers watch an almost equal  
amount of ad-supported and  
ad-free content

AD FREE  
53%



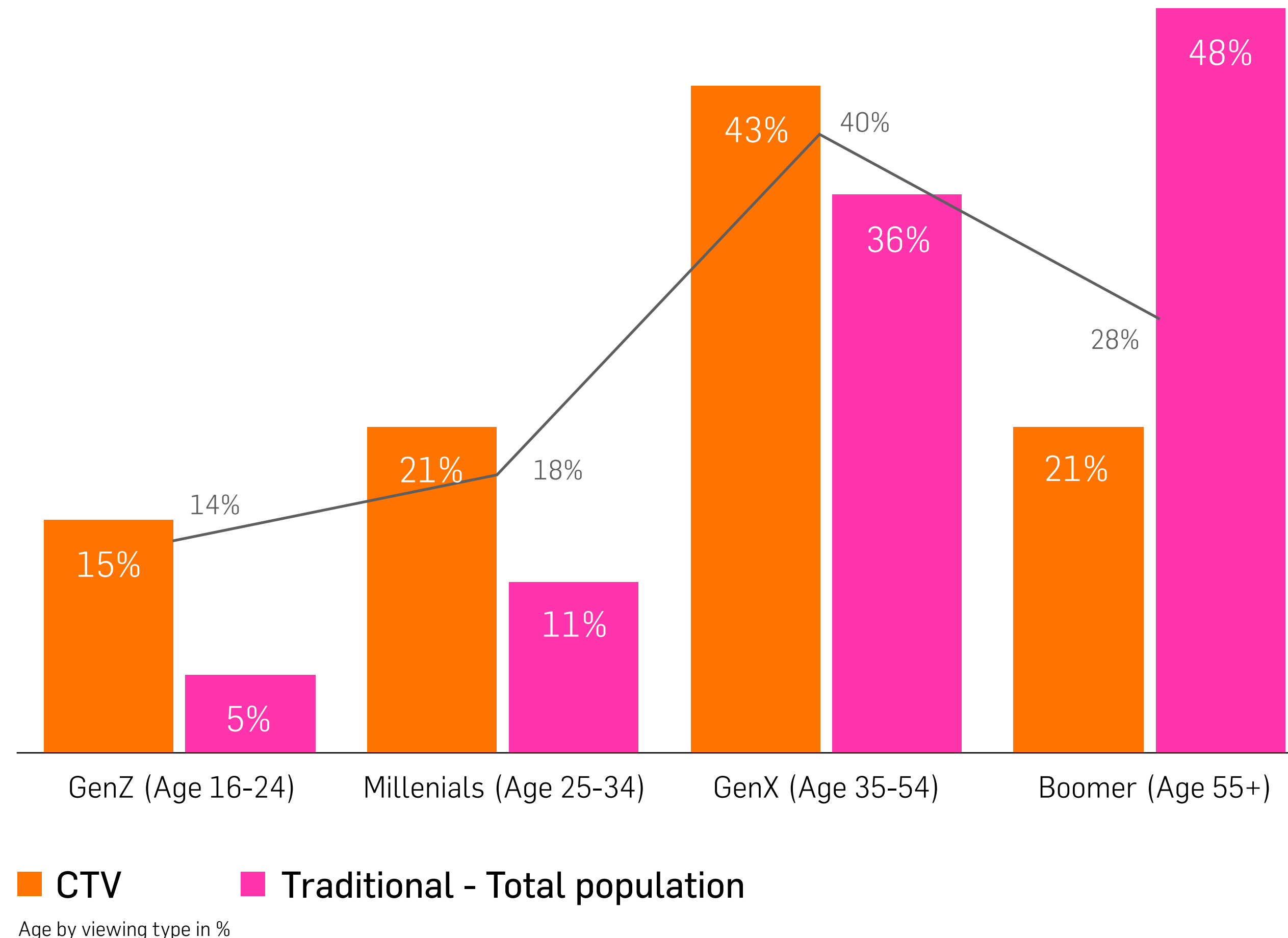
AD SUPPORTED  
47%

# MEDIA AND CONTENT CONSUMPTION TRENDS

CTV IS REACHING HIGHLY DIVERSE MIX OF AGE GROUPS

- The CTV audience is more reflective of the region's age divisions
- Median age: 44
  - CTV: 41
  - Traditional TV: 52
- Traditional TV significantly under delivers against 18-40 (Gen Z and Millennials)

## EVERY AGE GROUP WATCHES CTV

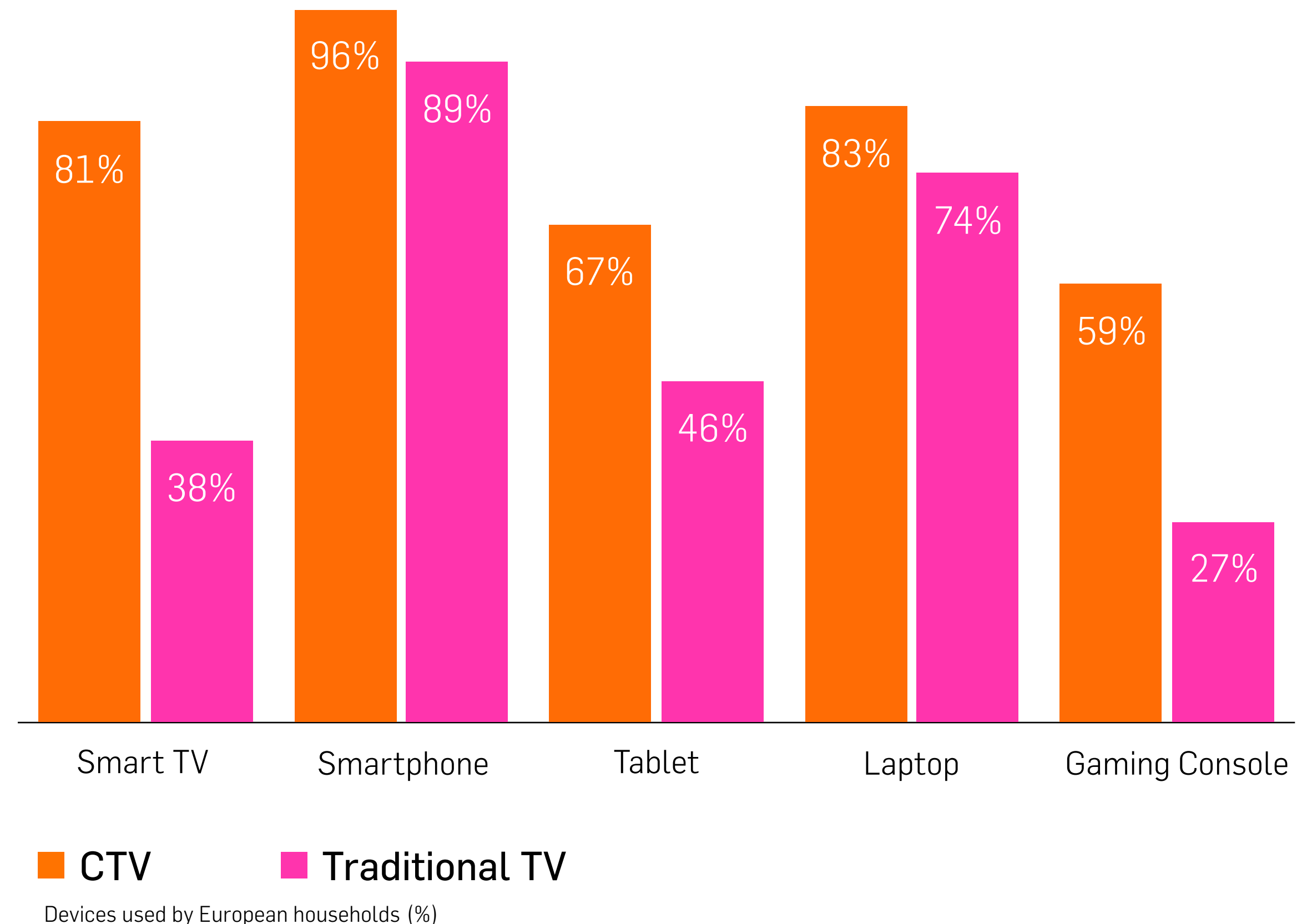


# MEDIA AND CONTENT CONSUMPTION TRENDS

## CTV HOUSEHOLDS ARE MORE DIGITALLY INCLINED

- ▶ Smart TVs are driving CTV viewership growth
- ▶ 81% of CTV households own a Smart TV
  - ▶ 38% own two or more
- ▶ 38% of Traditional TV viewers are watching on a Smart TV

## CTV VIEWERS ARE HEAVIER USERS OF A DIVERSE MIX OF DEVICES



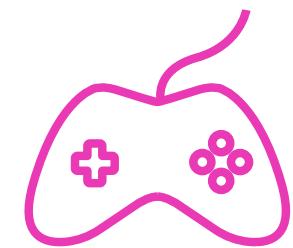
# MEDIA AND CONTENT CONSUMPTION TRENDS

CTV REACHES KEY CONSUMER TARGETS



65%

OF PURCHASE DECISION-MAKERS



88%

OF GAMERS



64%

OF THE NON-NATIVE POPULATION



85%

OF TRAVEL INTENDERS

WE GUARANTEE RELEVANCE,  
CONTEXT AND AUTHENTICITY.

1 FIND  
YOUR  
VOICE

2 BE  
AUTHENTIC

3 CREATE  
VALUE

**BUFFF YOUR BRAND**

**HELLO@BUFFACTORY.COM**