

CONSUMERS & BRANDS

Connected TV viewership in the United States

Table of Contents

01 Overview

Number of connected TV households in the U.S. 2019-2027

Connected TV penetration rate in the U.S. 2014-2023

TV viewing time in the U.S. 2019-2022, by platform

TV and CTV daily viewing time in the U.S. 2019-2024

VOD consumption time worldwide 2021-2022, by device

VOD global device share 2021-2022

02 Device brands and streaming services

Household reach of connected TV apps in the U.S. 2022-2023, by service

Ranking of video streaming service in the U.S. 2022-2023, by CTV time share

Roku's active accounts worldwide 2016-2023

Roku total hours streamed worldwide by quarter 2018-2023

Active accounts of Vizio's SmartCast 2019-2023

03 Consumer behavior

Penetration of CTV device and connected smart TV in U.S. TV homes 2015-2023

Connected TV viewers in the U.S. 2023, by age group

Time spent share on connected TV in the U.S. 2022-2023, by platform type

Breakdown of linear TV and CTV time spent in the U.S. 2022, by generation

Attitudes to recommendations on CTVs in the U.S. 2023

Number of Super Bowl viewers on connected TV in the U.S. 2022-2023

21

04 Perception of CTV ads

Video streaming audience in the U.S. 2021-2023, by platform

23

Ad-supported vs. non ad-supported streaming among CTV households in the U.S. 2023

24

Top audience-related benefits of CTV and OTT advertising in the U.S. 2022

25

Connected TV programmatic advertising household reach in the U.S. 2022

26

Time spent watching FAST on connected TV in the U.S. 2022, by age

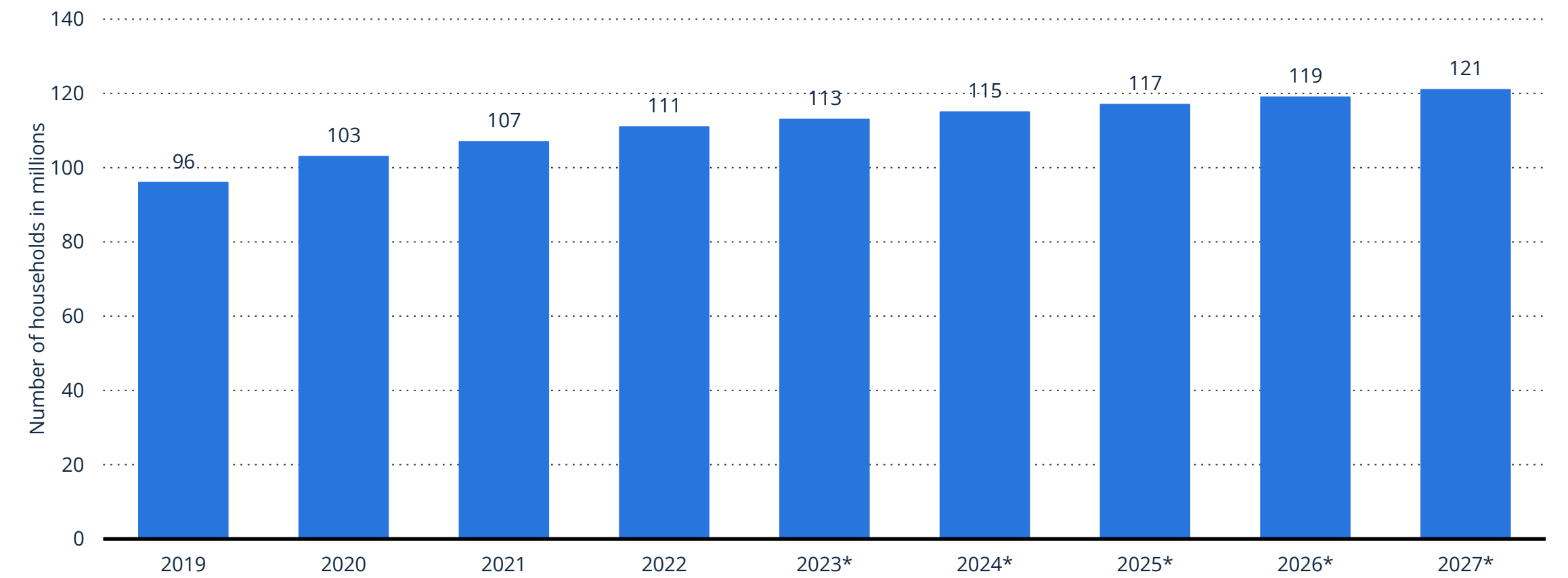
27

CHAPTER 01

Overview

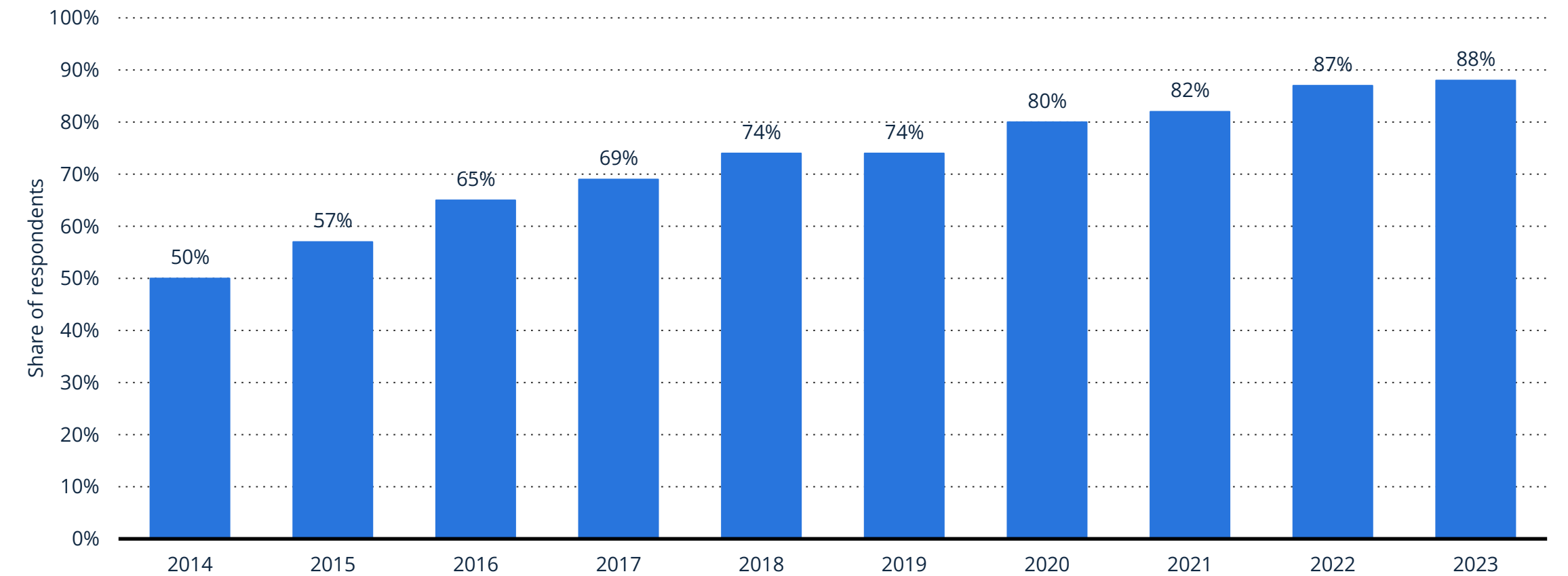
Number of connected TV households in the United States from 2019 to 2027 (in millions)

Number of connected TV households in the U.S. 2019-2027



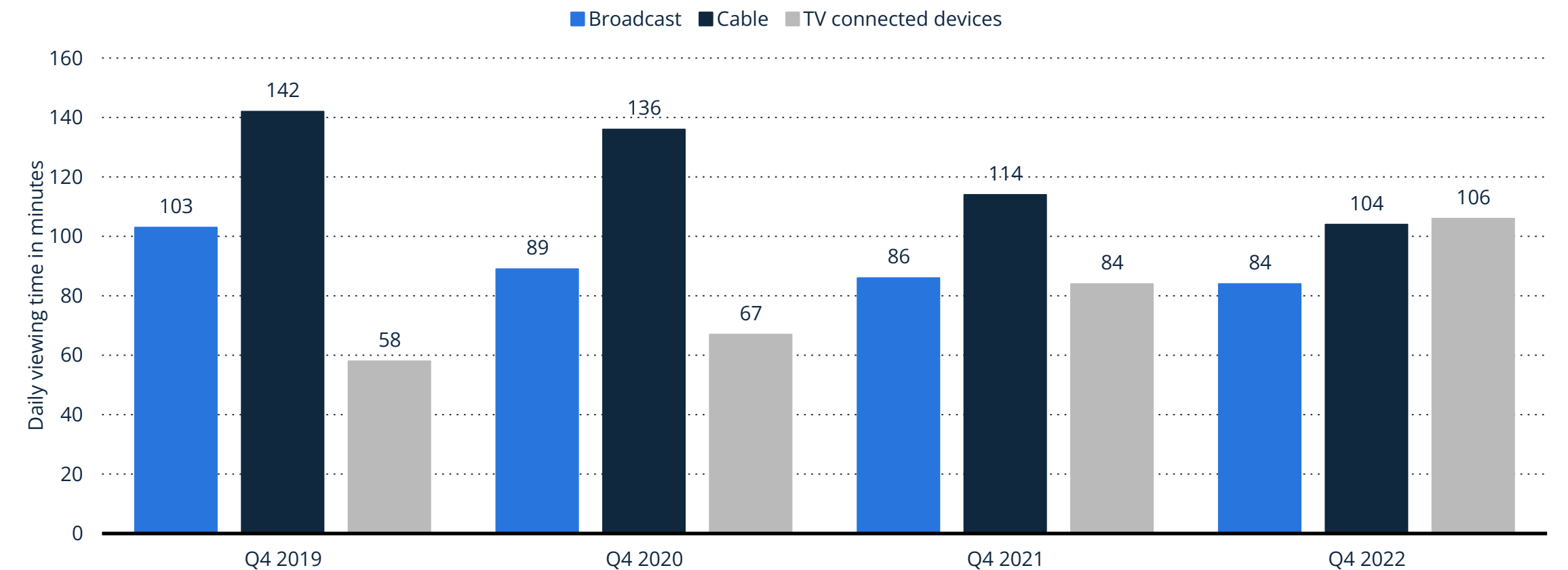
Internet-connected TV penetration rate in the United States from 2014 to 2023

Connected TV penetration rate in the U.S. 2014-2023



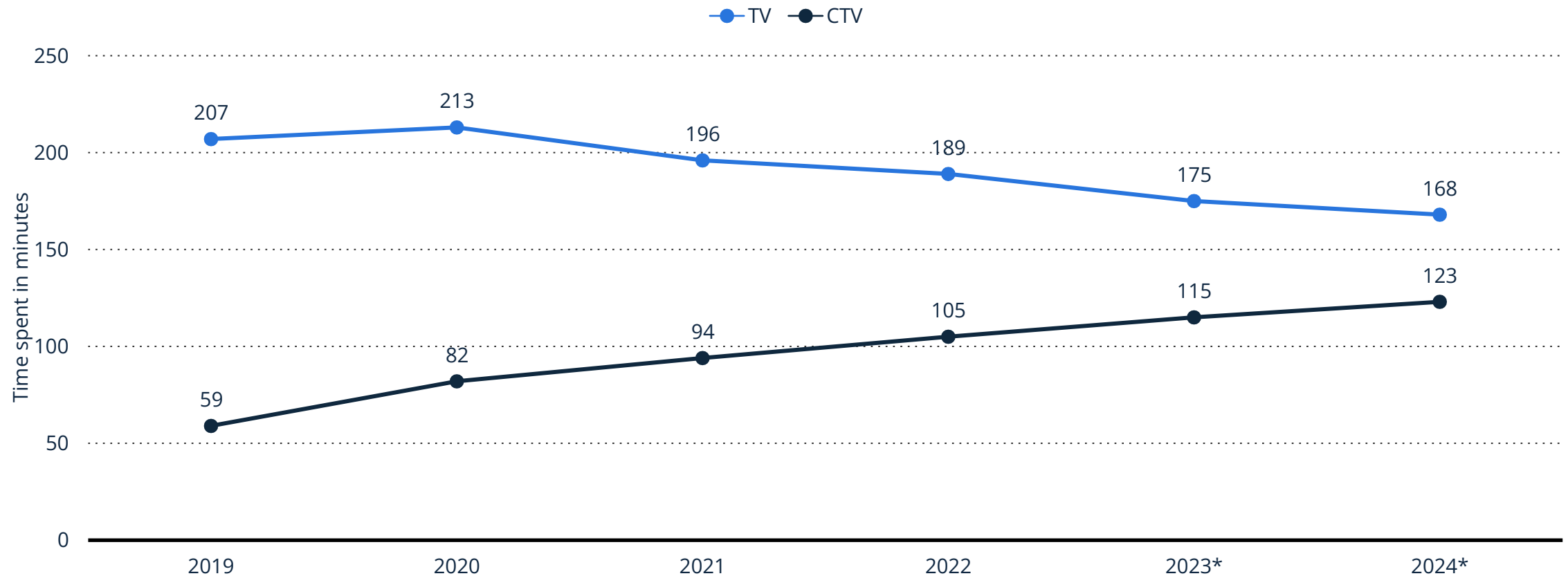
Daily TV viewing time in the United States from 4th quarter 2019 to 4th quarter 2022, by platform (in minutes)

TV viewing time in the U.S. 2019-2022, by platform



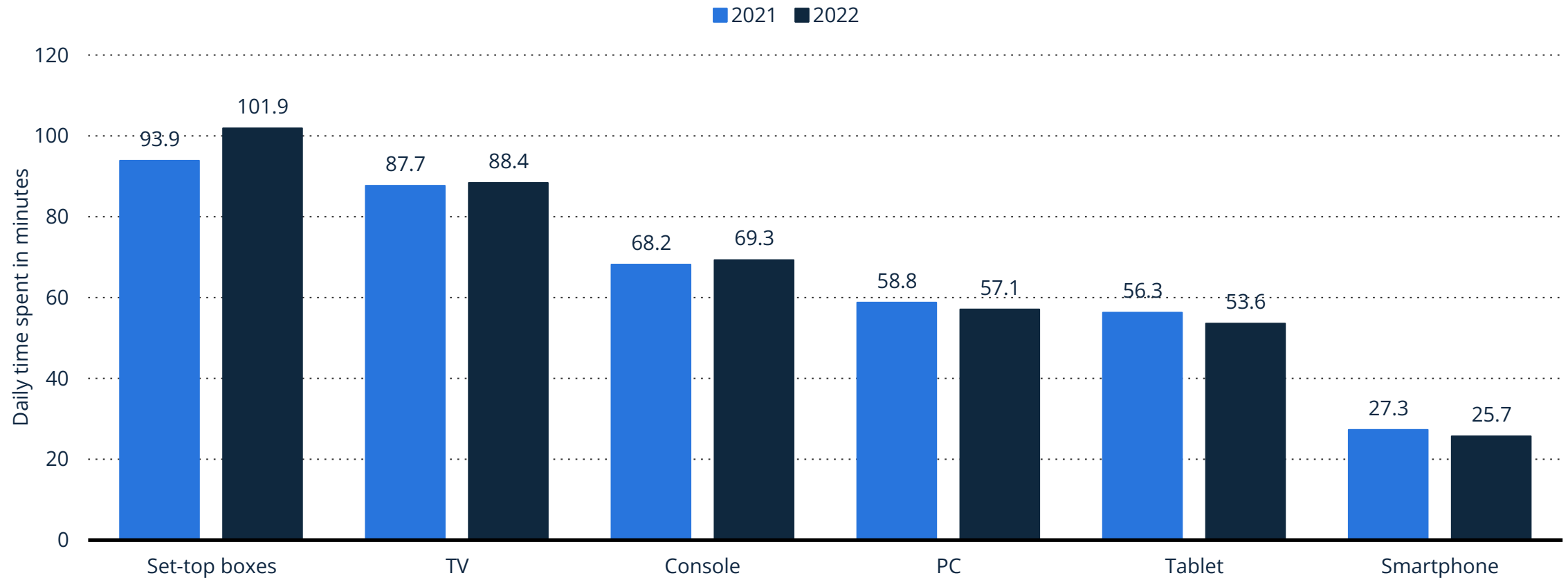
Average daily time spent watching TV and connected TV in the United States from 2019 to 2024 (in minutes)

TV and CTV daily viewing time in the U.S. 2019-2024



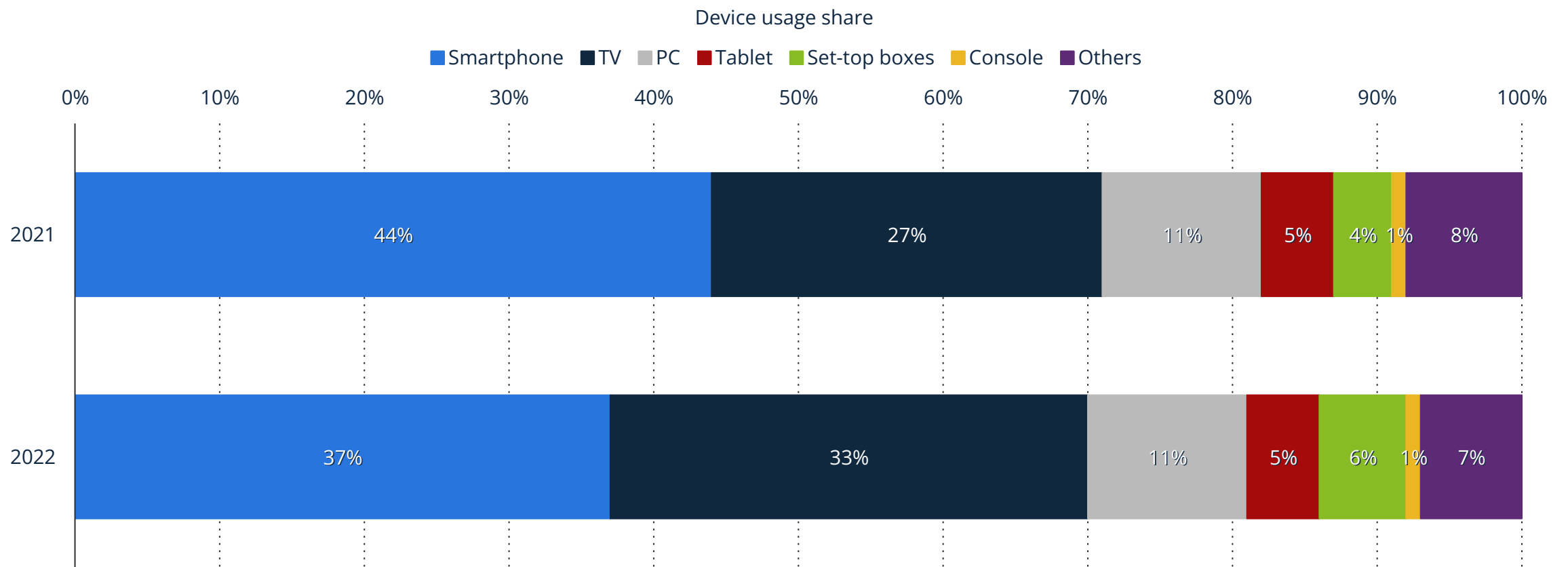
Average daily time spent watching video-on-demand (VOD) per user worldwide in 2021 and 2022, by device (in minutes)

VOD consumption time worldwide 2021-2022, by device



Distribution of devices used to watch video-on-demand (VOD) worldwide in 2021 and 2022

VOD global device share 2021-2022

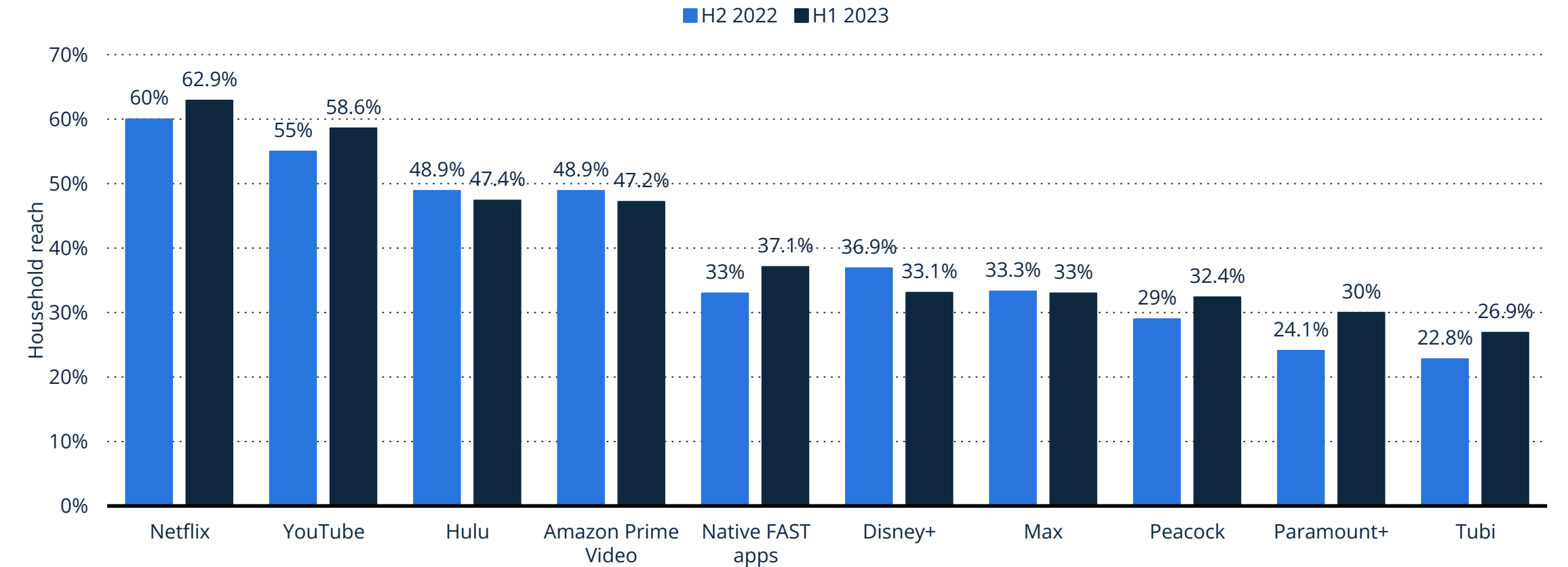


CHAPTER 02

Device brands and streaming services

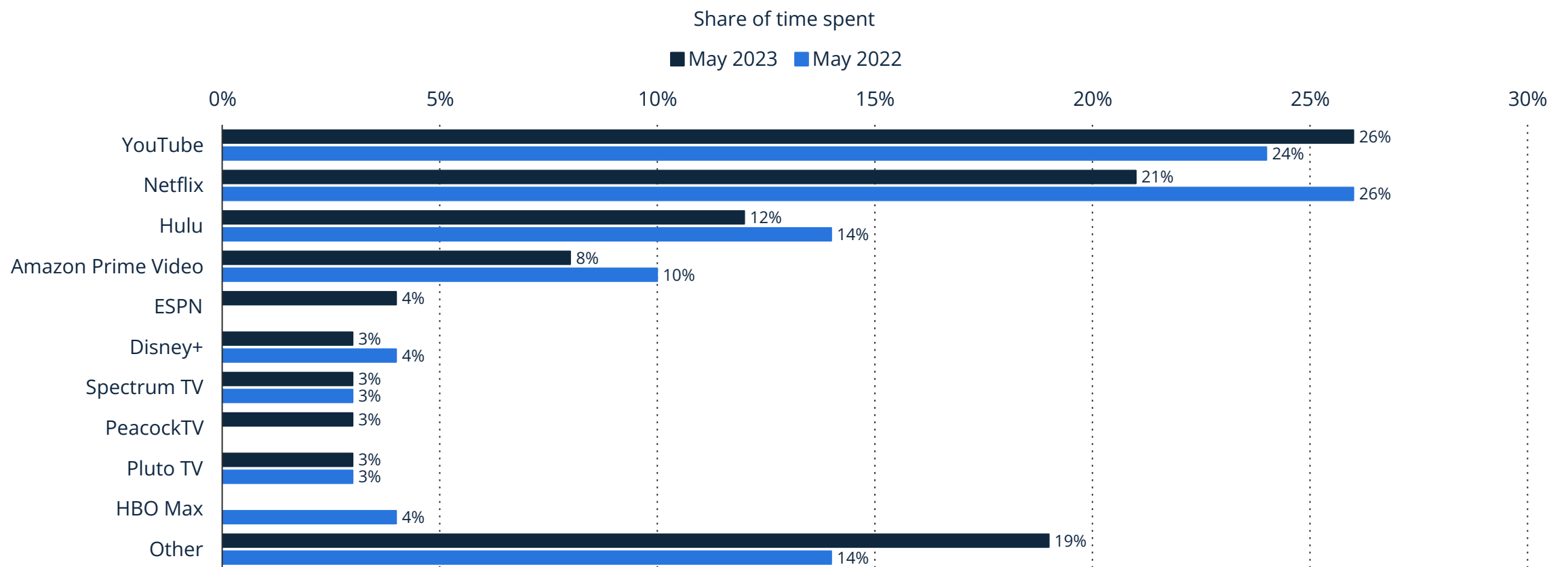
Household reach of connected TV apps in the United States in 2nd half of 2022 and 1st half of 2023, by service

Household reach of connected TV apps in the U.S. 2022-2023, by service



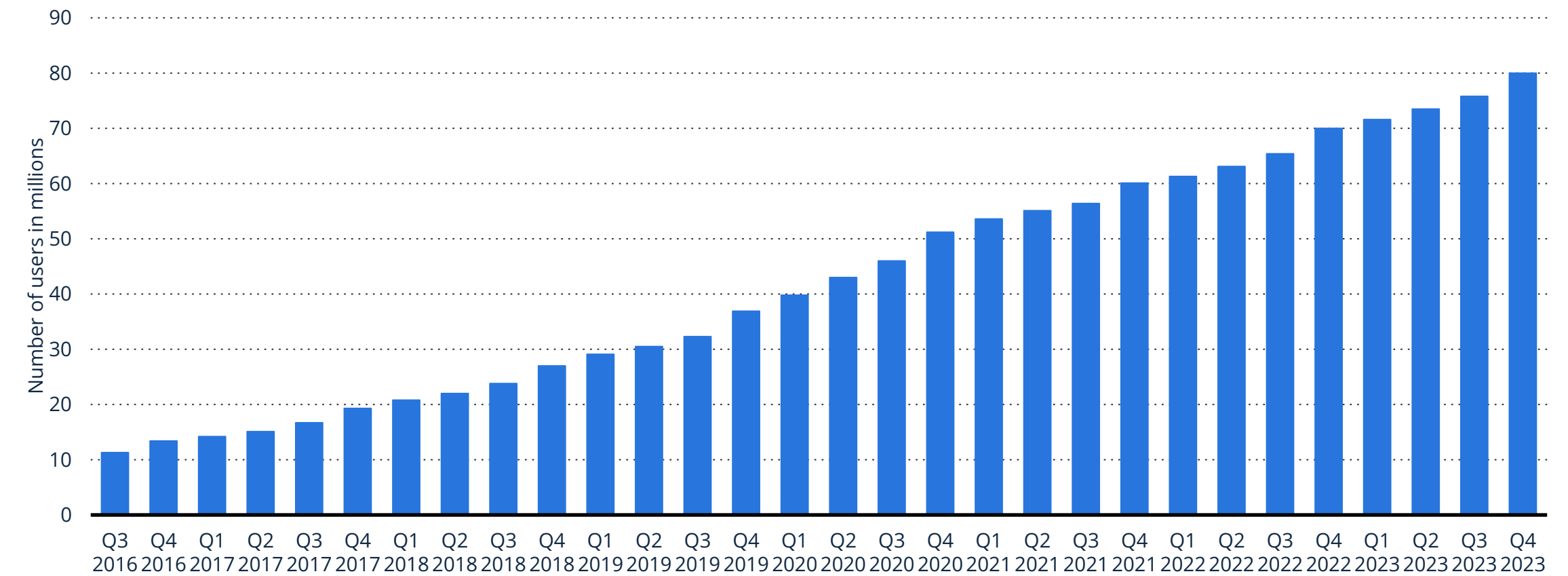
Distribution of total connected TV viewing hours in the United States in May 2022 and May 2023, by streaming service

Ranking of video streaming service in the U.S. 2022-2023, by CTV time share



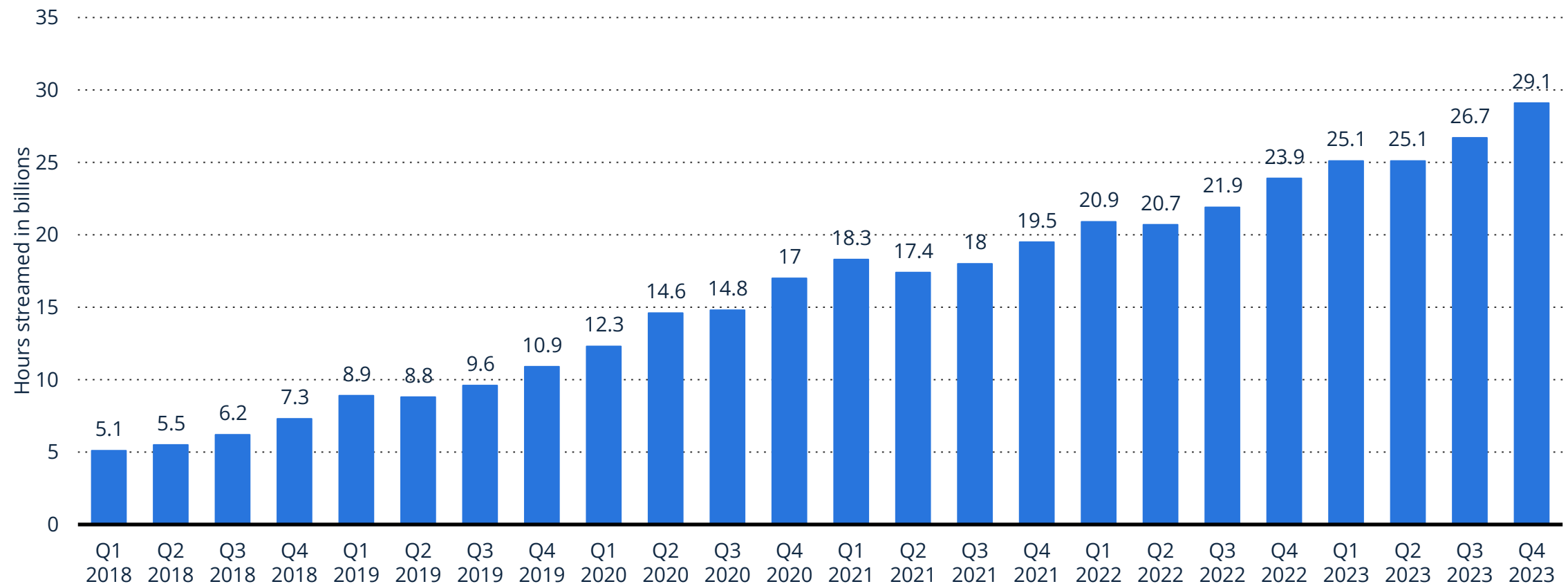
Number of active Roku accounts worldwide from 3rd quarter 2016 to 4th quarter 2023 (in millions)

Roku's active accounts worldwide 2016-2023



Total hours streamed on Roku worldwide from 1st quarter 2018 to 4th quarter 2023 (in billions)

Roku total hours streamed worldwide by quarter 2018-2023



以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/465321002202011143>