LEAN INTO THE POWER OF LIVE TV

Insights Powered by DIRECTV Advantage
INTRODUCING
DIRECTV ADVANTAGE

DIRECTV’s Data Solutions Suite brings together the best of data, technology and people to better understand your audience, measure the impact of your media cross-platform, and unlock new value for your brand.

Leverage DIRECTV’s deterministic audience and viewership data to identify and target your most valuable consumer using DIRECTV viewership data, third-party data, or your own first-party data.

AUDIENCE
IDENTIFY | TARGET

CONNECT
PARTNER | EXPERTISE

IMPACT
INSIGHTS | MEASUREMENT

Understand the impact of your media against brand goals with transparent and robust measurement, while unlocking valuable pre- and post-campaign insights.

LEAN INTO THE POWER OF LIVE TV
DIRECTV ADVERTISING
Insights Powered by DIRECTV Advantage
As consumers move across screens and services, they crave live content.

Viewers like consuming content in real-time. Social platforms like TikTok and Twitch have catered to viewers’ increased demand for live content from brands and creators. According to a study of 1,000 U.S. consumers, most still report watching live TV daily in part because they appreciate scheduled programming, which makes it easy for them to plan what to watch.

Whether via traditional or digital platforms, live TV packages premium programming in the way that viewers like to watch today.

Here’s why advertisers need to lean into the power of live TV...

Live TV = Programming that appears as scheduled on channels you watch via your cable/satellite/Internet TV subscription.

Sources: 1. DIRECTV Advertising via Suzy. All In weighted to U.S. gen pop W1 = January 2022, W2 = July 2022 2. D’Anastasio, C., 2022. How TikTok Live Wants to Compete With Twitch. Time. ©2022 DIRECTV. DIRECTV and all other DIRECTV marks are trademarks of DIRECTV, Inc.
Consumers today are inundated with choices – what to watch, where to watch, and when.

Live TV makes it easy.

Earlier this year, Nielsen reported that 64% of viewers wish there was a bundled video streaming service that would allow them to choose as few or as many streaming services as they would like, more like channels.

Decision fatigue is a challenge for most viewers today, which is why they value the accessibility of live TV. Over half of live TV viewers say they like how they can channel surf and plan for what they’re going to watch. They would like the same viewing experience from their streaming services.

Viewers also have no shortage of unique, premium content to watch on live TV platforms. Of the 817K program titles available across U.S. video services, SVOD has a much higher share of non-exclusive program titles than linear TV (41% vs. 24%).

Live TV = Programming that appears as scheduled on channels you watch via your cable/satellite/Internet TV subscription.

Source: 1. Nielsen, 2022. State of Play. 2. Sources: DIRECTV Advertising via Suzy. All in weighted to P18+. 3. DIRECTV.
Consumers are engaging with content across ad-supported services. According to a study from Luminate, 60% of total entertainment time is spent with ad-supported content, and, overall, most of that time is spent with visual media – inclusive of TV shows, movies, and video games.

Consumers are much more likely to report watching an ad all the way through when it appears on live TV versus when it’s playing in an on-demand environment. Ads are endemic to the live TV experience. It’s where viewers are more accustomed to engaging with commercials and then taking action.

% will watch a commercial all the way through²...

- Watching shows or movies on live TV: 52%
- Streaming shows or movies on an ad-supported plan: 18%
- Watching videos online, like on YouTube: 16%

After seeing an ad on live TV, consumers will²...

- Read reviews of products online or on social media: 55%
- Visit the product’s website or social media accounts: 50%
- Look for the product in store: 43%
- Tell my friends or family about the product: 31%
- Purchase the product: 21%
Audiences enjoy engaging with news and sports but also their favorite episodic content in a live TV environment.

According to Nielsen, sports were responsible for 23 of the top 25 rated cable programs in 2021. While sports commands a significant amount of audience attention on live TV, adults 18-54 are nearly just as likely to say that it’s important that they watch drama series live.

Across traditional and digital formats, live TV offers viewers their favorite content from networks that they know and trust, contributing to social engagement and a sense of community.

HBO’s recent premiere of House of the Dragon literally lit up New York City, with a video of synchronized screens seen through windows of an apartment building going viral on TikTok.

Audiences enjoy engaging with news and sports but also their favorite episodic content in a live TV environment.

According to Nielsen, sports were responsible for 23 of the top 25 rated cable programs in 2021. While sports commands a significant amount of audience attention on live TV, adults 18-54 are nearly just as likely to say that it’s important that they watch drama series live.

Across traditional and digital formats, live TV offers viewers their favorite content from networks that they know and trust, contributing to social engagement and a sense of community.

HBO’s recent premiere of House of the Dragon literally lit up New York City, with a video of synchronized screens seen through windows of an apartment building going viral on TikTok.

According to Nielsen, sports were responsible for 23 of the top 25 rated cable programs in 2021. While sports commands a significant amount of audience attention on live TV, adults 18-54 are nearly just as likely to say that it’s important that they watch drama series live.

Across traditional and digital formats, live TV offers viewers their favorite content from networks that they know and trust, contributing to social engagement and a sense of community.

HBO’s recent premiere of House of the Dragon literally lit up New York City, with a video of synchronized screens seen through windows of an apartment building going viral on TikTok.

Audiences enjoy engaging with news and sports but also their favorite episodic content in a live TV environment.

According to Nielsen, sports were responsible for 23 of the top 25 rated cable programs in 2021. While sports commands a significant amount of audience attention on live TV, adults 18-54 are nearly just as likely to say that it’s important that they watch drama series live.

Across traditional and digital formats, live TV offers viewers their favorite content from networks that they know and trust, contributing to social engagement and a sense of community.

HBO’s recent premiere of House of the Dragon literally lit up New York City, with a video of synchronized screens seen through windows of an apartment building going viral on TikTok.

Audiences enjoy engaging with news and sports but also their favorite episodic content in a live TV environment.

According to Nielsen, sports were responsible for 23 of the top 25 rated cable programs in 2021. While sports commands a significant amount of audience attention on live TV, adults 18-54 are nearly just as likely to say that it’s important that they watch drama series live.

Across traditional and digital formats, live TV offers viewers their favorite content from networks that they know and trust, contributing to social engagement and a sense of community.

HBO’s recent premiere of House of the Dragon literally lit up New York City, with a video of synchronized screens seen through windows of an apartment building going viral on TikTok.

Audiences enjoy engaging with news and sports but also their favorite episodic content in a live TV environment.

According to Nielsen, sports were responsible for 23 of the top 25 rated cable programs in 2021. While sports commands a significant amount of audience attention on live TV, adults 18-54 are nearly just as likely to say that it’s important that they watch drama series live.

Across traditional and digital formats, live TV offers viewers their favorite content from networks that they know and trust, contributing to social engagement and a sense of community.

HBO’s recent premiere of House of the Dragon literally lit up New York City, with a video of synchronized screens seen through windows of an apartment building going viral on TikTok.

Audiences enjoy engaging with news and sports but also their favorite episodic content in a live TV environment.

According to Nielsen, sports were responsible for 23 of the top 25 rated cable programs in 2021. While sports commands a significant amount of audience attention on live TV, adults 18-54 are nearly just as likely to say that it’s important that they watch drama series live.

Across traditional and digital formats, live TV offers viewers their favorite content from networks that they know and trust, contributing to social engagement and a sense of community.

HBO’s recent premiere of House of the Dragon literally lit up New York City, with a video of synchronized screens seen through windows of an apartment building going viral on TikTok.
As live content proliferates across screens, advertisers need to consider how they reach audiences in the right context but also how they meet them in the right moment, alongside whatever content they may choose to be watching at that time. Leveraging an addressable strategy on live TV, across linear and digital, can help.

By partnering with DIRECTV, advertisers can appear within big ticket events, like Monday Night Football, or within a viewers’ favorite show on its season premiere date. Advertisers can reach audiences that are really leaning in when they go the way of live TV.

PRO TIP: Consider both Context and Audience when advertising on live TV.

As live content proliferates across screens, advertisers need to consider how they reach audiences in the right context but also how they meet them in the right moment, alongside whatever content they may choose to be watching at that time. Leveraging an addressable strategy on live TV, across linear and digital, can help.

By partnering with DIRECTV, advertisers can appear within big ticket events, like Monday Night Football, or within a viewers’ favorite show on its season premiere date. Advertisers can reach audiences that are really leaning in when they go the way of live TV.

Viewers watch 7 hours of live TV per day and 10 shows on average
Viewers watch 4 hours of live TV per day and 7 shows on average

86%
Monthly viewing on DIRECTV happens live

92%
Monthly viewing on DIRECTV Stream happens live

Lean into the Power of Live TV

Live TV = Programming that appears as scheduled or channel you watch via your cable/satellite/internet TV subscription.

Source: DIRECTV Chief Data Office, STB and Omniture data, 6-month average, viewing time >3min, January – June 2022.

©2022 DIRECTV. DIRECTV and all other DIRECTV marks are trademarks of DIRECTV, LLC.