Next step ITVx challenge

Ads or no ads?

Questions Reminder

Q1

What does the viewer profile of an ITVX premium subscriber look like?

Q2
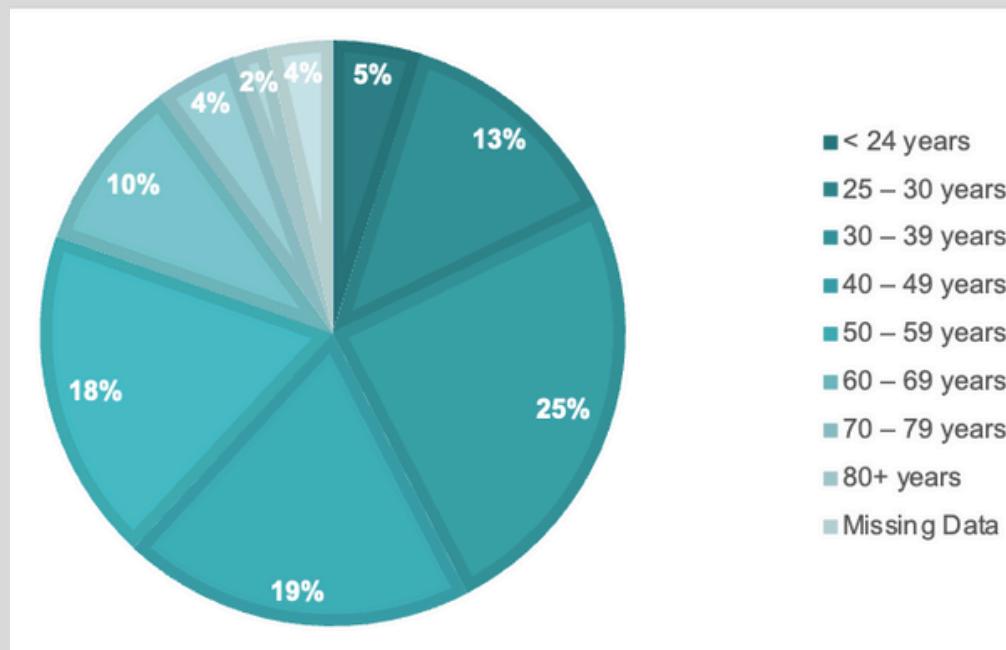
Is there anything we can tell from how they watch the programmes on ITVX to help identify them?

Q3
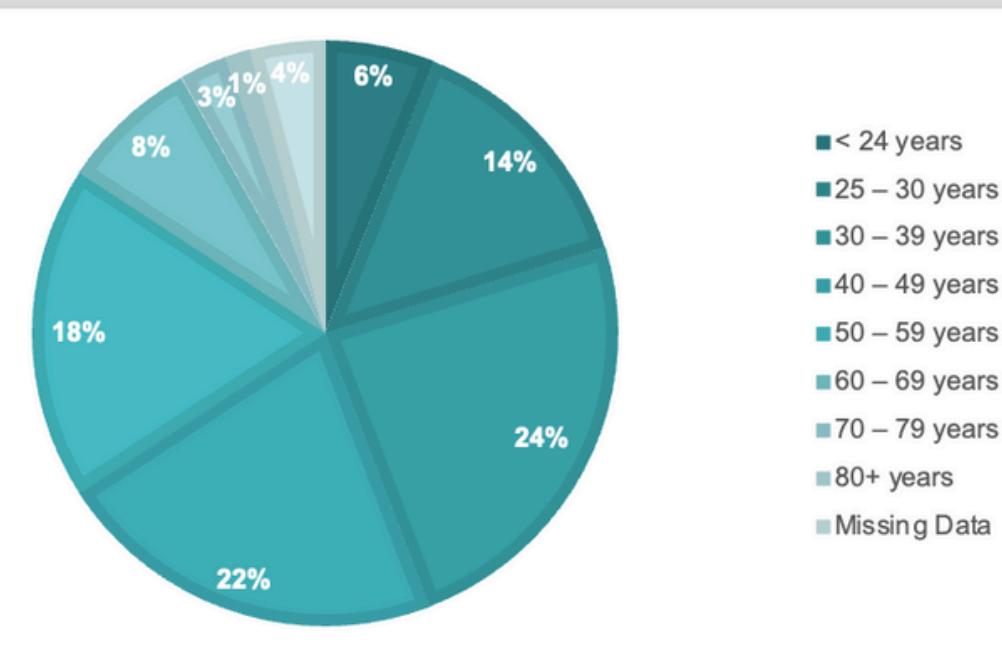
ITV can advertise specifically to these viewers, can you summarise your findings ad tell us who should ITV target and how?
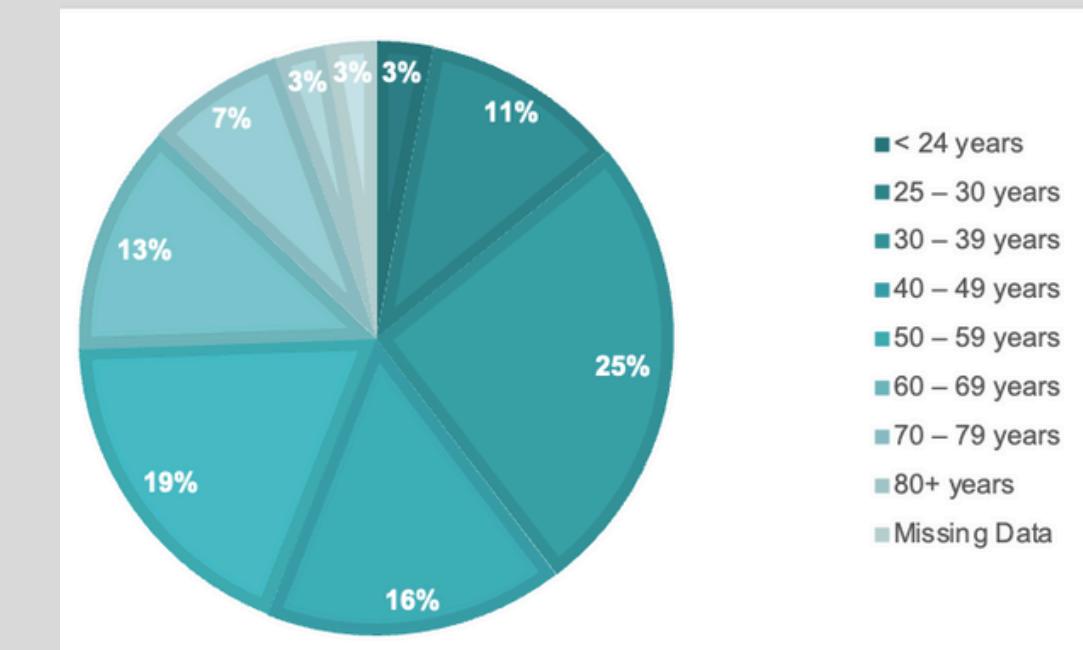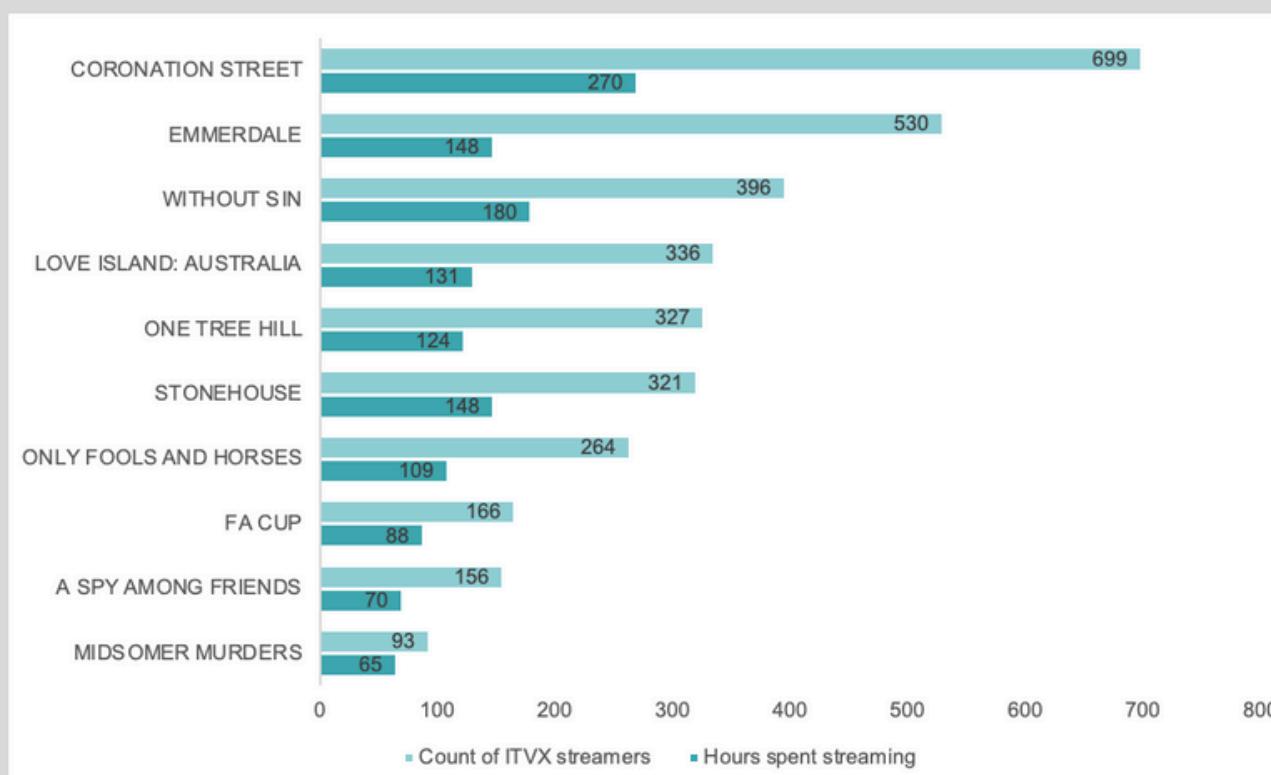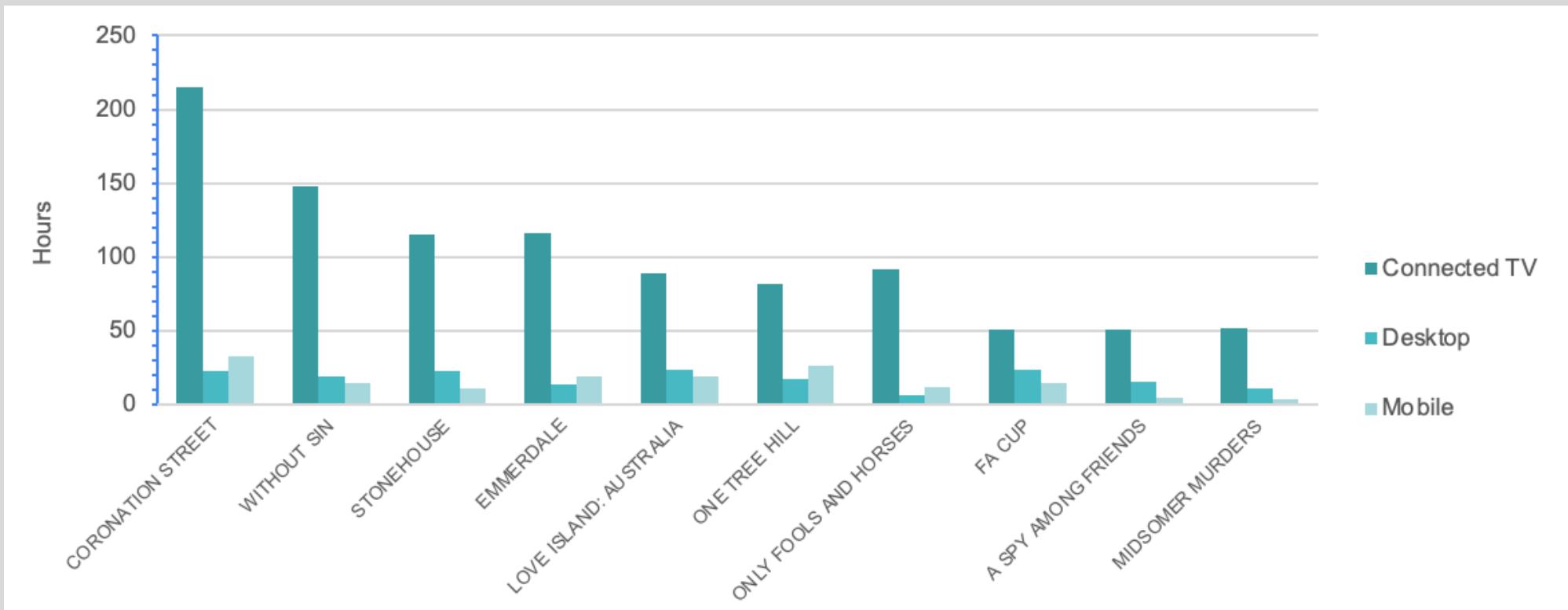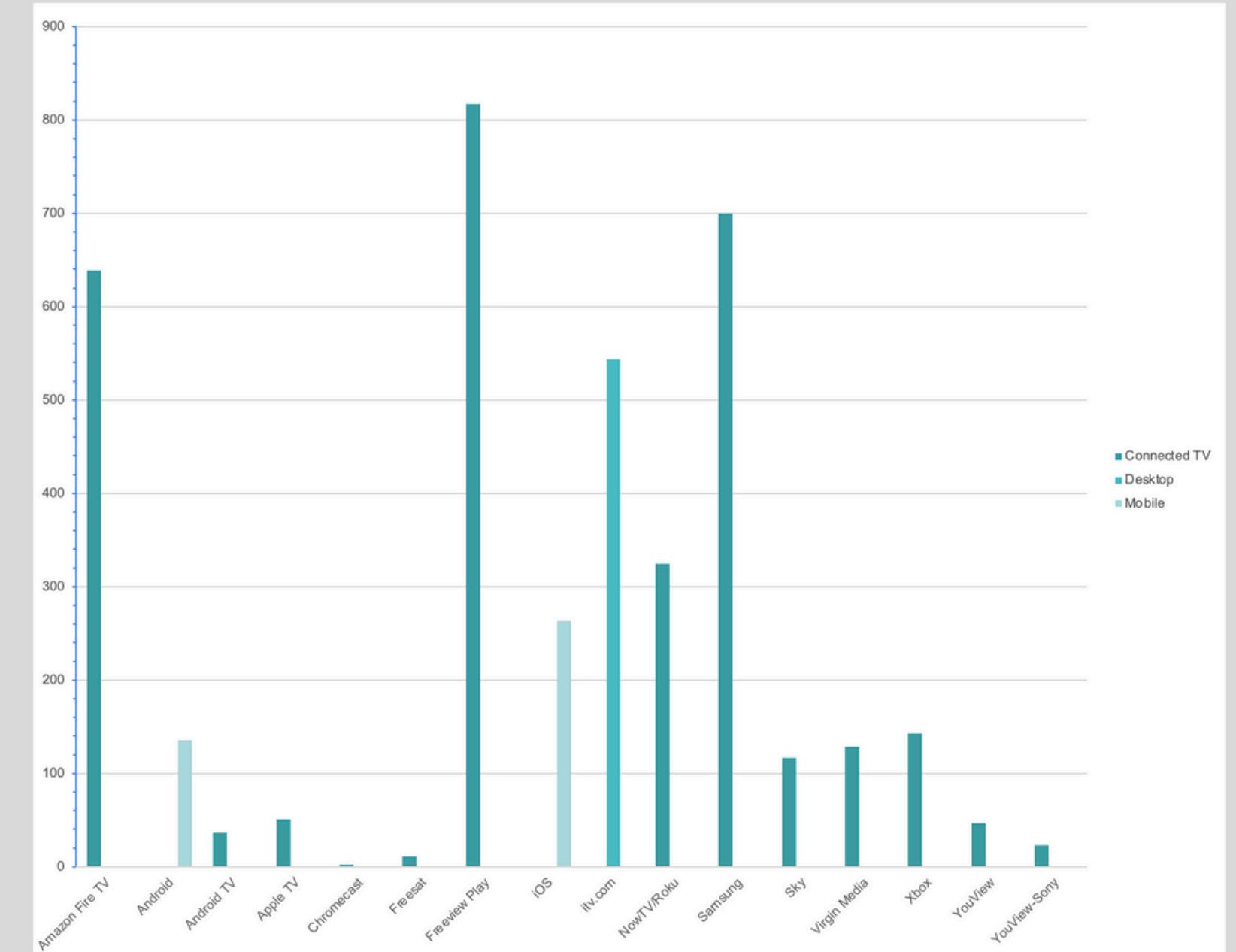
Question 2 – ITVX subscriber streaming profile

Hours of streaming Top 10 shows / movies according to device type

Overall hours spent streaming on platforms, according to device type
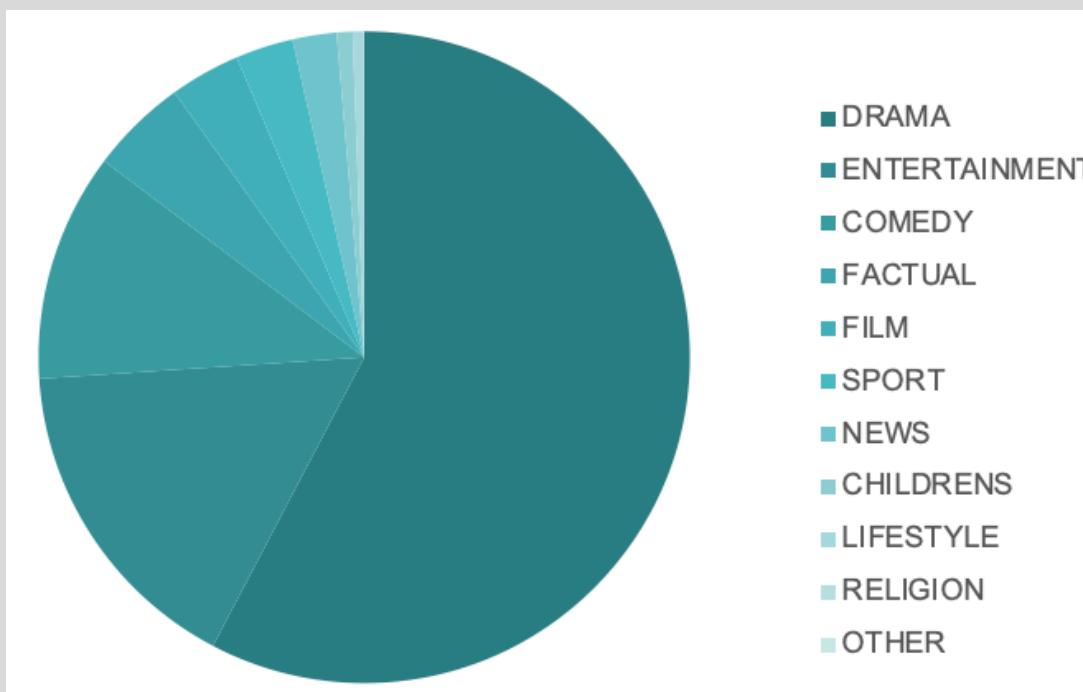
Notes:
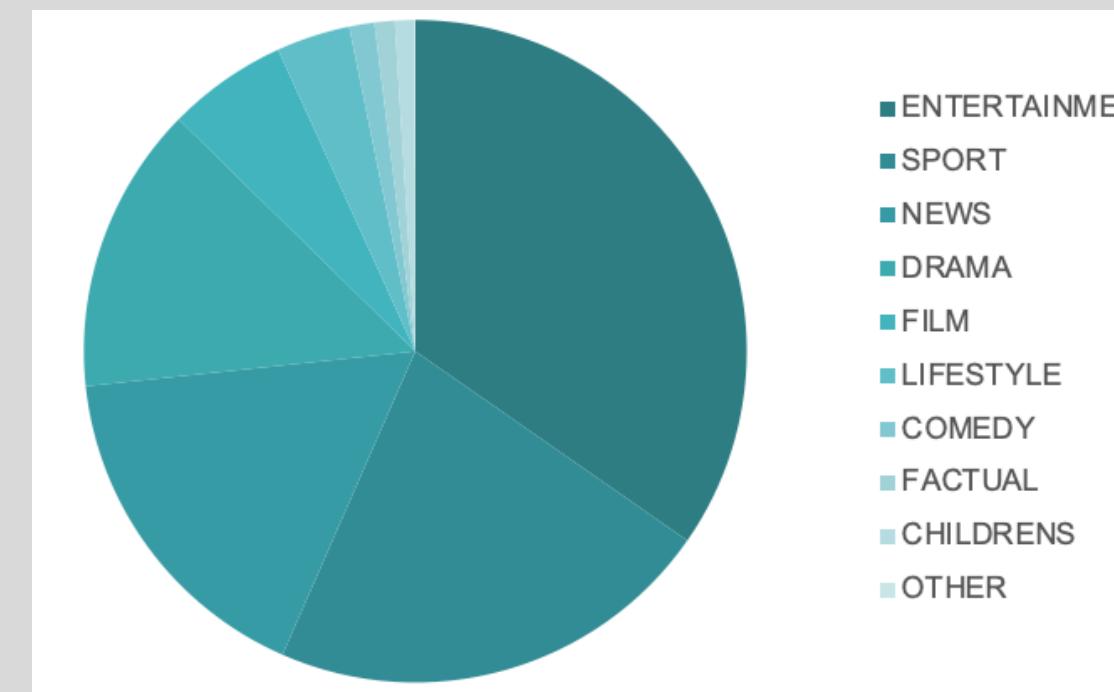
- Connected TV is generally prefered as a streaming method by ITVX subscribers compared to others
- Subscribers also spend more hours streaming on a connected TV than any other method
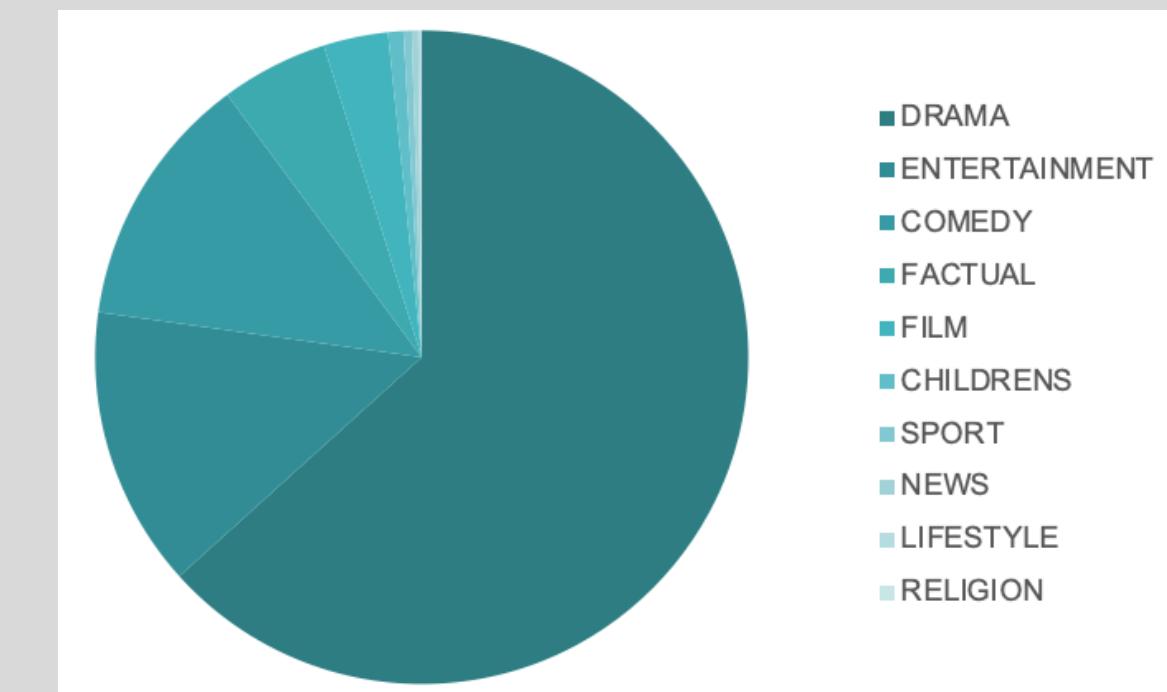
Overall distribution of streaming for all genres

Overall distribution of live streaming for all genres

Overall distribution of video on demand streaming for all genres


Legend (left pie):
- DRAMA
- ENTERTAINMENT
- COMEDY
- FACTUAL
- FILM
- SPORT
- NEWS
- CHILDRENS
- LIFESTYLE
- RELIGION
- OTHER

Legend (middle pie):
- ENTERTAINMENT
- SPORT
- NEWS
- DRAMA
- FILM
- LIFESTYLE
- COMEDY
- FACTUAL
- CHILDRENS
- OTHER

Legend (right pie):
- DRAMA
- ENTERTAINMENT
- COMEDY
- FACTUAL
- FILM
- CHILDRENS
- SPORT
- NEWS
- LIFESTYLE
- RELIGION
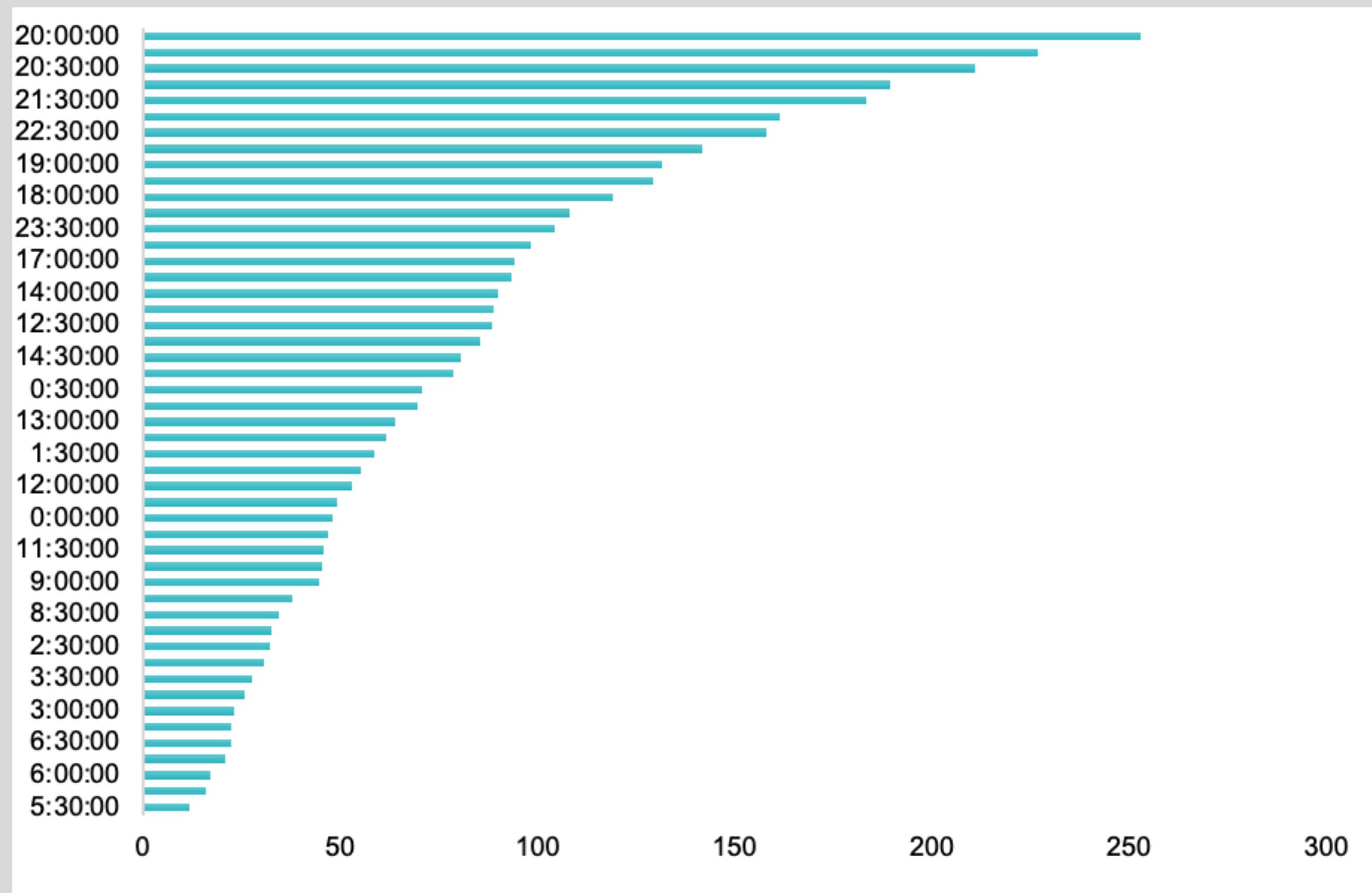
Notes:

- 58% of ITVX subscribers stream dramas (2,300 hours), followed by a significant drop in streams for entertainment (16%, 647 hours) and comedies (11%, 451 hours)
- There is a difference between the genres chosen by subscribers when deciding to stream live vs video on demand, however entertainment and drama are both in Top 4 choices

Question 3 – Who should ITVX target?

1. Audience profile to target
- Women under 40: 59.9% of subscribers are female, and 43% are younger than 40 => likely to value flexible, ad-supported viewing if it offers affordability or exclusive access to trending dramas and entertainment.
- Drama enthusiasts are key: 58% of total viewing hours are spent on drama content, indicating strong engagement and loyalty to narrative-driven shows.

2. Behavioural patterns
- Connected TVs = dominant device for streaming: subscribers prefer the larger screen experience and spend more hours streaming
- Peak viewing hours fall in the evening and late night, aligning with typical post-work leisure patterns, ideal for prime-time advertising or sponsored content.
- Live vs on-demand differences: while drama remains popular across both, entertainment and comedy rise during live streams => opportunities for interactive or event-based ad placements.

3. Strategic recommendations
- Focus marketing campaigns on female, under-40 drama fans who primarily stream via connected TVs.
- Develop ad formats optimised for TV screens, such as short, visually rich, context-sensitive spots before or between episodes.
- Promote drama and entertainment genres most heavily, with tailored ad partnerships around flagship shows.
- Consider segment-specific offers, such as ad-supported access tiers or early-release episodes to retain younger, value-oriented users.