

# The Future of tv

Jakob Nielsen | Finecast



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**TV VIEWING EXPERIENCE  
HAS NEVER BEEN BETTER**

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# TV LANDSCAPE IS CHANGING

EXPLOSION OF  
CONTENT

VIEWING FROM  
MULTIPLE DEVICES

NO LONGER TIME  
BOUND

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**15%**

CINEMA AND OTHER  
ONLINE VIDEO VIEWS

**10%**

YOUTUBE AND FACEBOOK

**75%**

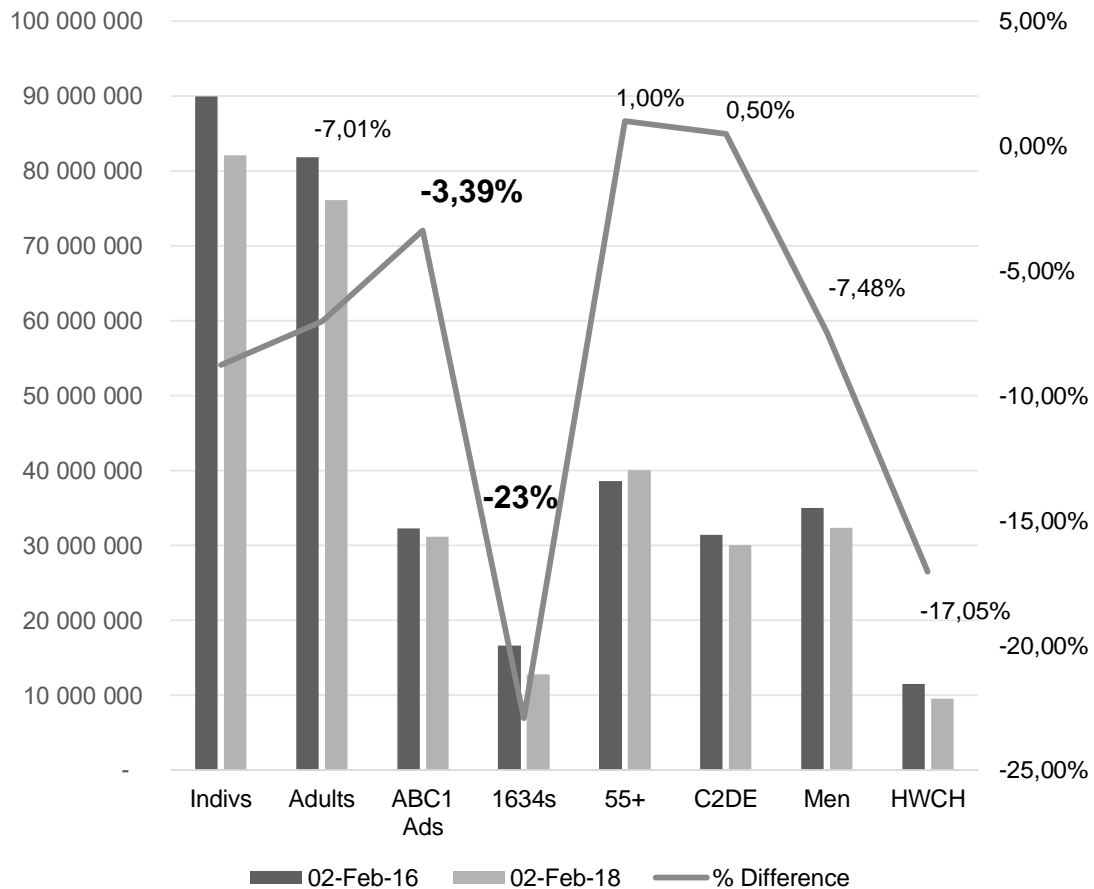
LIVE TV, CATCH UP,  
ON-DEMAND AND ON  
PLATFORMS LIKE AMAZON  
AND NETFLIX

**4.5**

HOURS OF VIDEO PER DAY

# LINEAR TV VIEWING IS ON THE DECLINE

UK TV Impacts Over 2 Year Period (BARB)





# TV VIEWING HABITS IN POLAND HAVE CHANGED OVER THE LAST 7 YEARS



**53% IN OTT  
VIEWING**



**-7% IN LINEAR  
VIEWING**

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THE TV  
ADVERTISING  
LANDSCAPE  
IS CHANGING



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# ADDRESSABLE TV

Around for nearly 20 years

Investment in technology began in 2005

5 years to build a scalable solution



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SUCCESS STORIES



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## GOAL

Reach three different audiences with different creatives

## RESULTS:

- 6% increase of sales for young couples
- 5% increase in sales for families
- 23% uplift in brand perception



# GOAL

Determine the incremental impact of Finecast in the context of the other media channels on the plan

# RESULTS:

- **3x** more cost effective in driving reach than Linear TV
- **66%** cost savings



# GOAL

Reach viewers who were likely to purchase and drive an increase in store footfall.

# RESULTS:

- Drove 2% increase in footfall
- Reached 407k UK homes
- Delivered 1.4M impressions





ADVERTISERS ARE INVESTING

**\$800M**  
SPENT ON  
ADDRESSABLE  
TV IN 2018

**58%**  
OF ADVERTISERS  
ARE INVESTING  
IN OTT

**68%**  
OF BRANDS PLAN TO  
INTEGRATE DIGITAL  
AUDIENCE DATA INTO  
THEIR TV AD BUYS



**BETTER  
ADVERTISING  
EXPERIENCES  
FOR BRANDS  
AND VIEWERS**

**350**

**New original  
shows launched**

**\$20B+**

**to be spent by 2023  
on content creation**

**Key industry mergers  
& acquisitions**



# TV IS EVOLVING

Advancement in data & technology

Better value for advertisers


Better experiences for viewers



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A group of people are seen from behind, sitting at a bar and watching a soccer game on a television screen. The bar is dimly lit with warm, golden light from the shelves of bottles. The people are engaged in conversation and holding drinks. The overall atmosphere is social and relaxed.

TOGETHER WE WILL  
ADVANCE THE TV  
ADVERTISING EXPERIENCE

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tvday 



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