

With or Without You: How Co-Viewing Drives Ad Engagement

Co-Viewing Drives Engagement

In a video environment, co-viewing on linear TV is unique, leading to higher engagement with ads.

Various research studies have shown that audiences were more likely to pay closer attention when co-viewing programming.

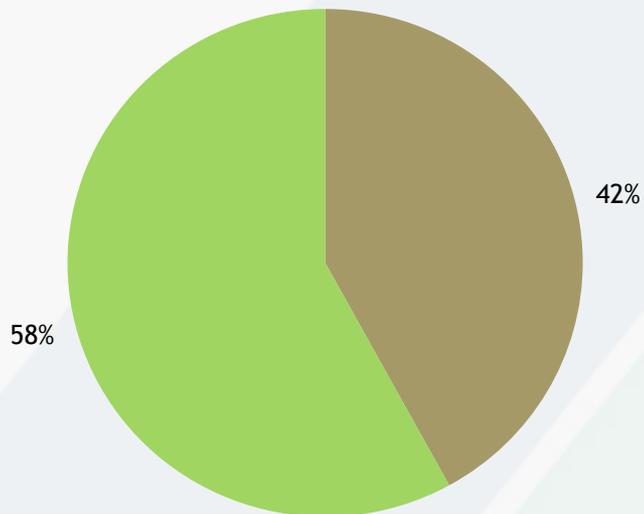
Overall, family TV viewing in general is undervalued - that more people in a room watching increases attention for programming and for advertising.

For this report's purpose, we defined co-viewing as watching video content with others on *linear TV*.

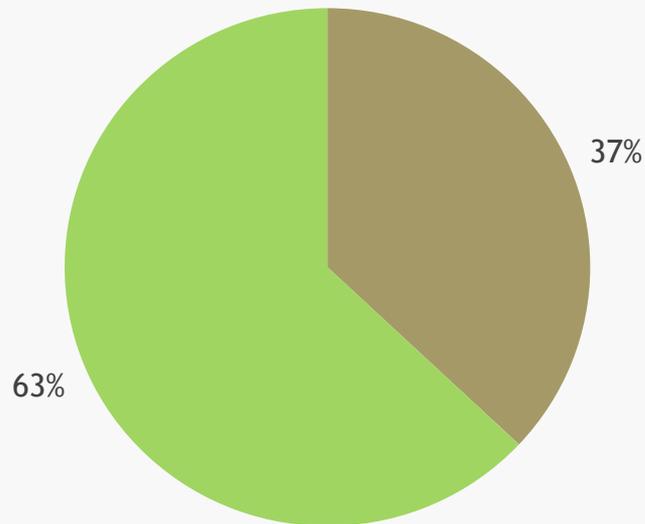
On Average, 4 Out of 10 Are Co-Viewing Ad-Supported TV Content

Average Percent Who Co-view Ad-Supported TV vs. Watching Alone On TV (P2+)

■ Co-view ■ Watch Alone



Primetime

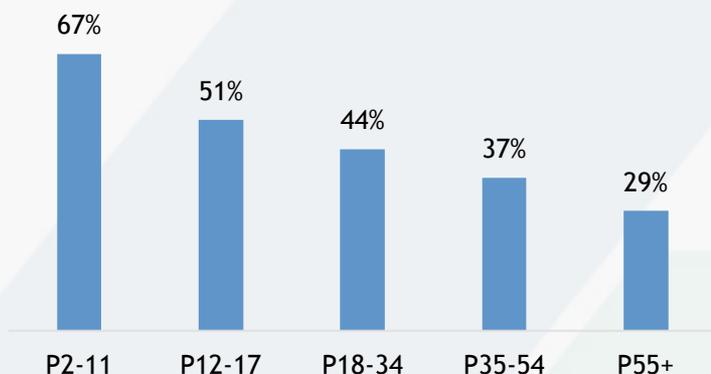


Total Day

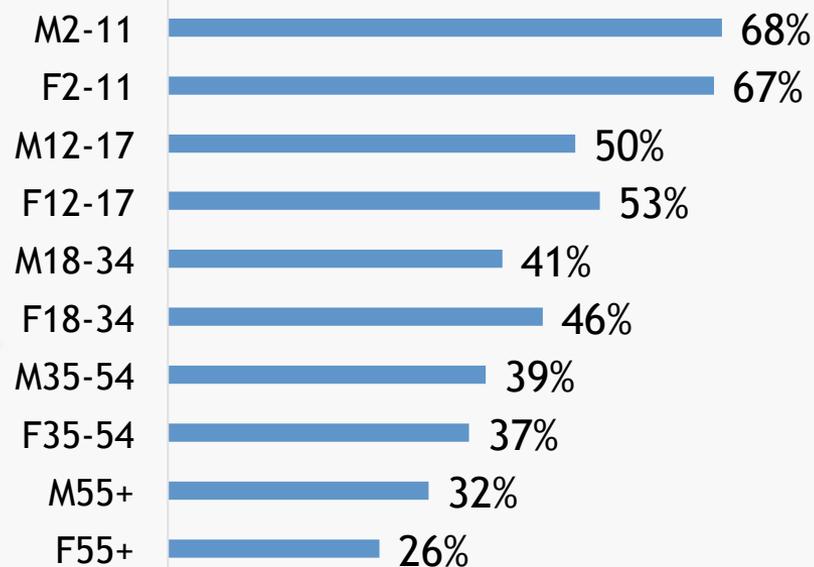
Co-viewing= watching video content on linear TV with someone else

Children & Teens Are Most Likely To Co-View With Younger Females 12-34 Co-viewing Slightly More

% Who Co-View On TV (Total Day)



% Who Co-View On TV (Total Day)



Co-viewing= watching video content on linear TV with someone else

Who Are Children & Teens Viewing With?

Children 2-11 Are Mostly Watching With Other Kids Their Own Age and Their Parents

Teens Are Mostly Co-viewing With Their Parents

Total Day

P2-11 Are Co-viewing with:

	<u>Co-view Share %</u>
P2-11	37%
P12-17	8%
P18-34	22%
P35-54	27%
P55+	6%

P12-17 Are Co-viewing with:

	<u>Co-view Share %</u>
P2-11	16%
P12-17	12%
P18-34	10%
P35-54	30%
P55+	7%

Co-viewing= watching video content on linear TV with someone else

While Older Viewers Are Watching Predominantly With Their Cohorts

Total Day

P18-34 Are Co-viewing with:

	<u>Co-view Share %</u>
P2-11	11%
P12-17	3%
P18-34	22%
P35-54	13%
P55+	6%

P35-54 Are Co-viewing with:

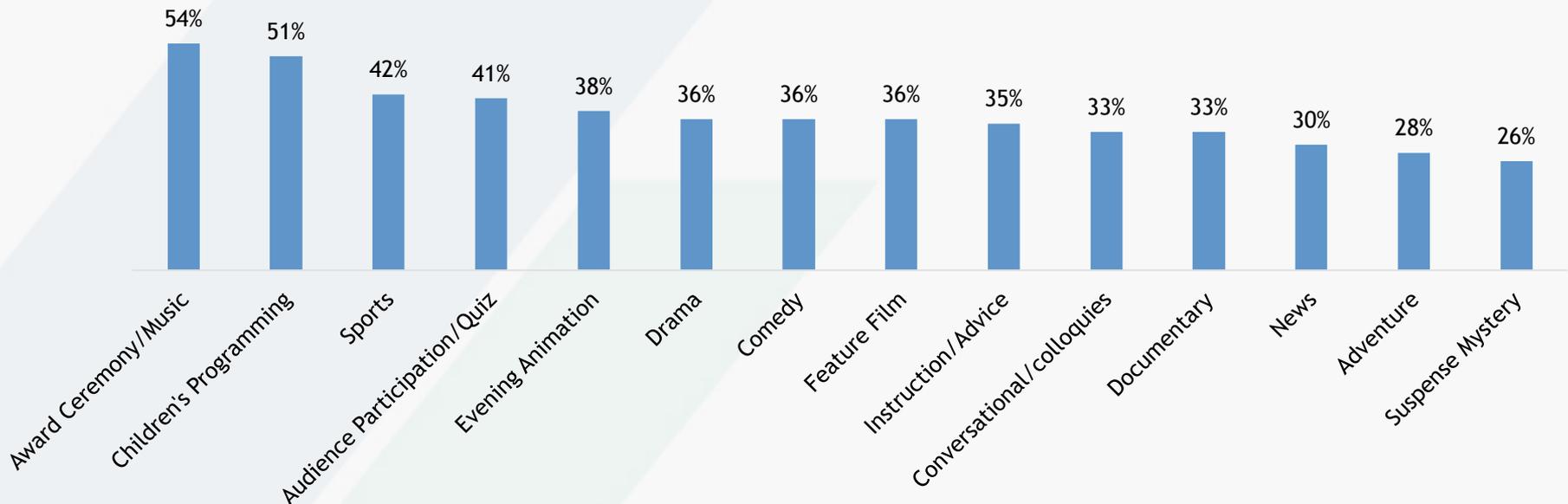
	<u>Co-view Share %</u>
P2-11	6%
P12-17	4%
P18-34	6%
P35-54	23%
P55+	7%

Co-viewing= watching video content on linear TV with someone else

Award Ceremonies, Children's Programming & Sports Were The Most Co-viewed TV Content For The Month

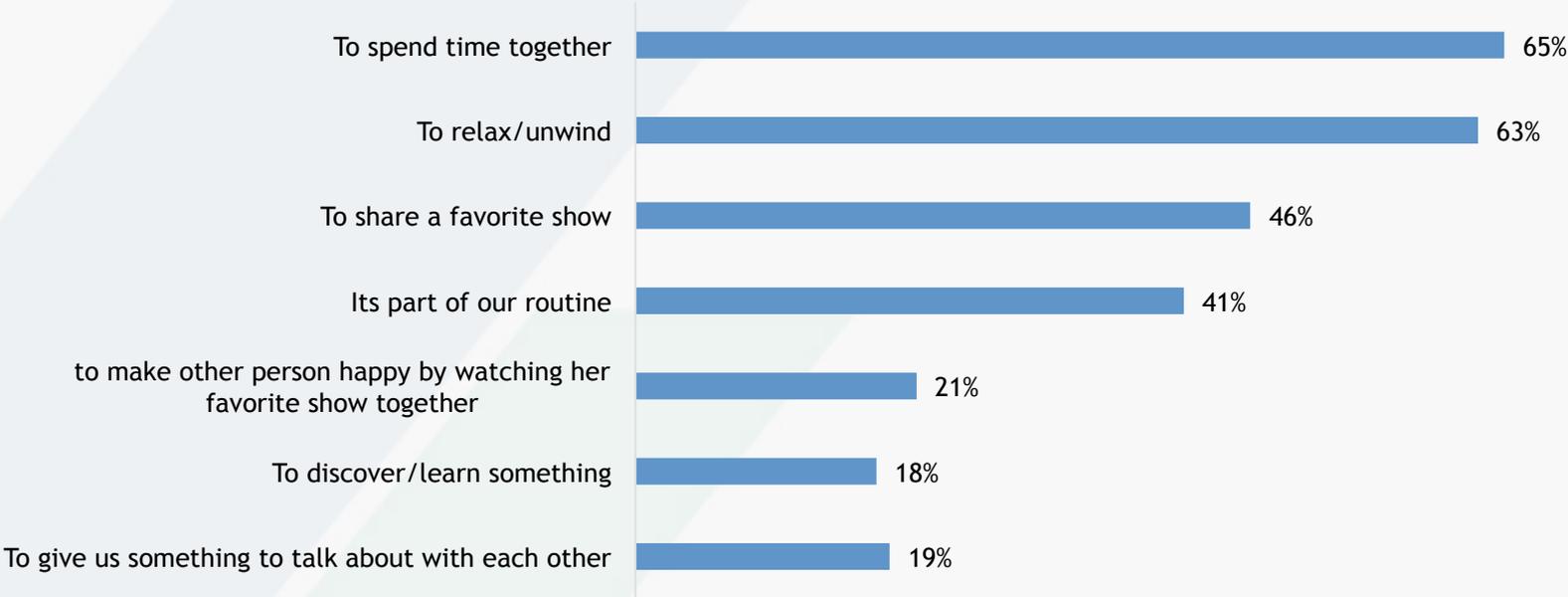
Since children co-view more than adults, it's not surprising to see children's programming be one of the most co-viewed genres on TV.

P2+ Co-Viewing By Genre (Total Day)



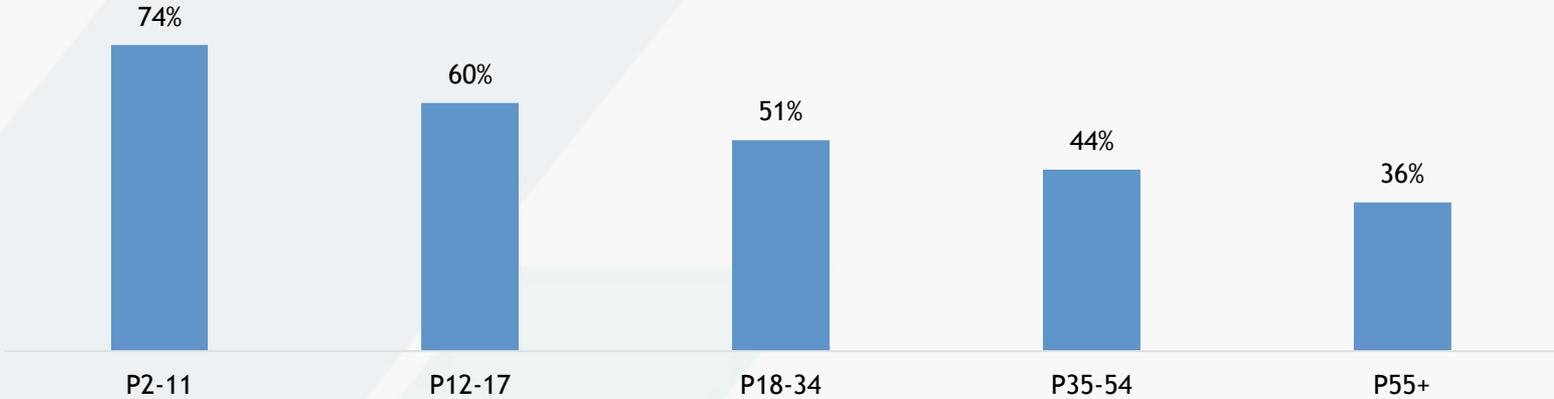
Spending Time Together and Sharing Favorite Shows Are Top Cited Reasons for Co-viewing Together

Motivations for Co-viewing Among Co-viewers (on Linear TV)



In Primetime, There is Slightly More Co-Viewing - Occurring - Especially Among the Younger Viewers

% of Average Audience Who Co-View in Primetime On TV



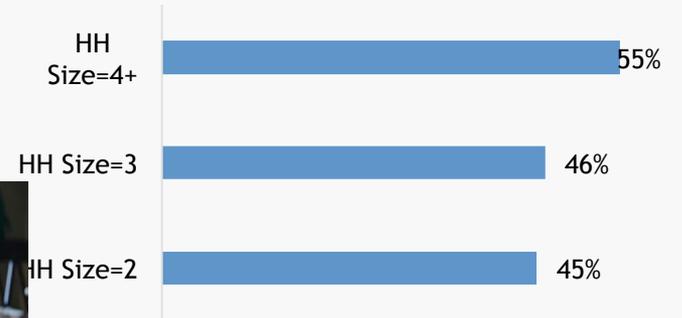
Source: Nielsen NPOWER Live+7 with VOD; 11/17; a percentage of households using television who are tuned to Cable/bdcst at a specified time. Primetime=M-Sa 8-11 & Su 7-11pm; Ad-supported TV=Cable+Bdcst+Hispanic

Co-Viewing Tends To Be Higher in Hispanic Homes, Larger Household Size and With More Kids In The Home

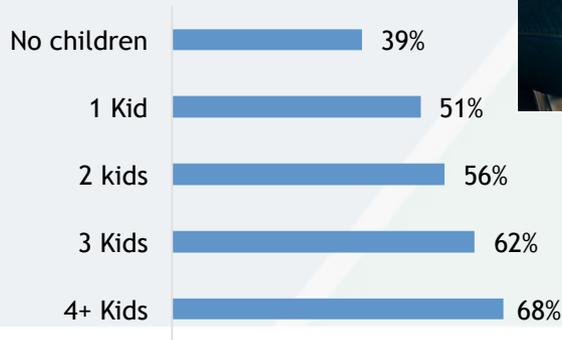
% Who Co-View in Primetime by Ethnicity



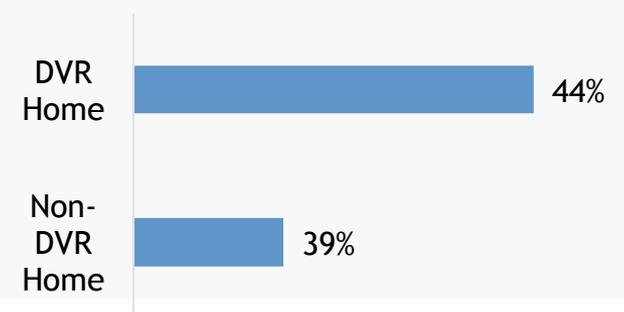
% Who Co-View in Primetime by HH Size



% Who Co-View in Primetime (Presence of Children)



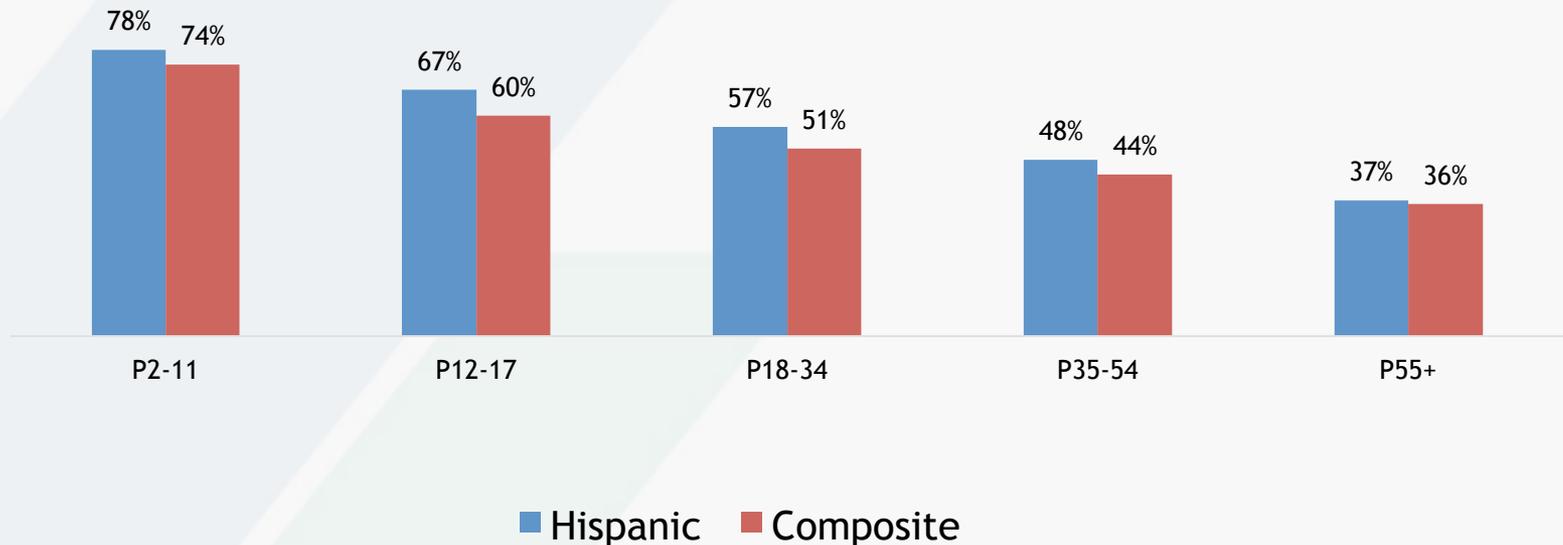
% Who Co-View in Primetime DVR v. Non-DVR Home



Source: Nielsen NPOWER Live+7 with VOD; 11/17; a percentage of households using television who are tuned to Cable/bdcst at a specified time. Primetime=M-Sa 8-11 & Su 7-11pm; Ad-supported TV=Cable+Bdcst+Hispanic; Percent of average audience who co-view

Hispanics Tend To Co-View More Across The Board

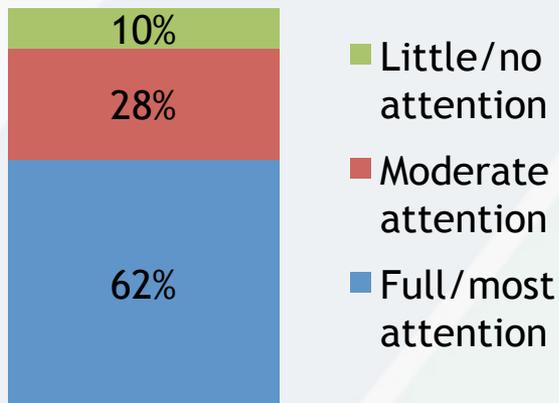
Average Percent of Hispanics Who Co-View On Linear TV (Primetime)



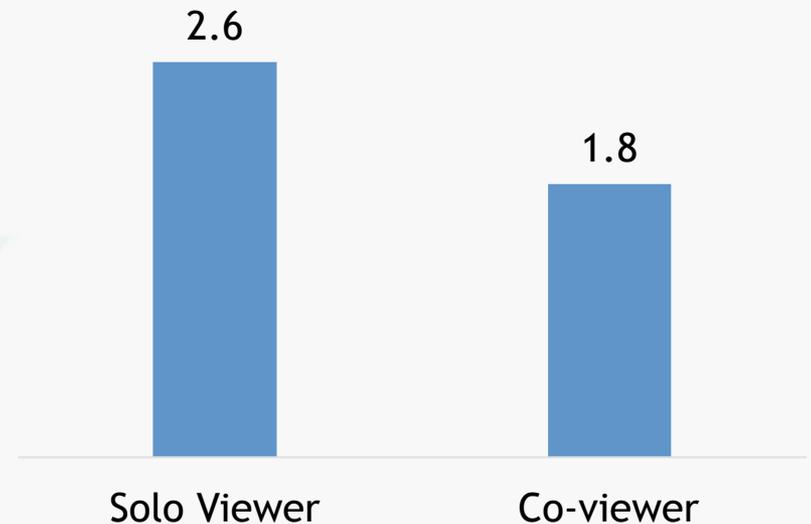
Co-viewing Drives Engagement

Co-viewers Are Extremely Attentive As 6 Out of 10 Pay Full Attention To Video Content On Linear TV & Are Less Likely To Change the Channel

Attention Paid to Video Content During Co-Viewing on Linear TV



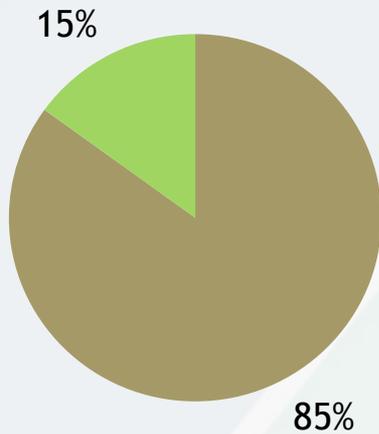
Average Channel Changes per Hour



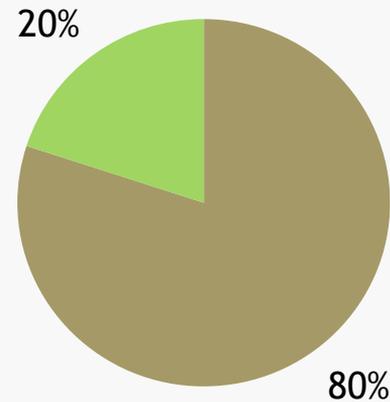
Co-viewers Are Unique As They Spend 33% More Time Tuned-In To The Ads

Attention to TV: Time Spent on Ads v. Content

■ Content ■ Ads



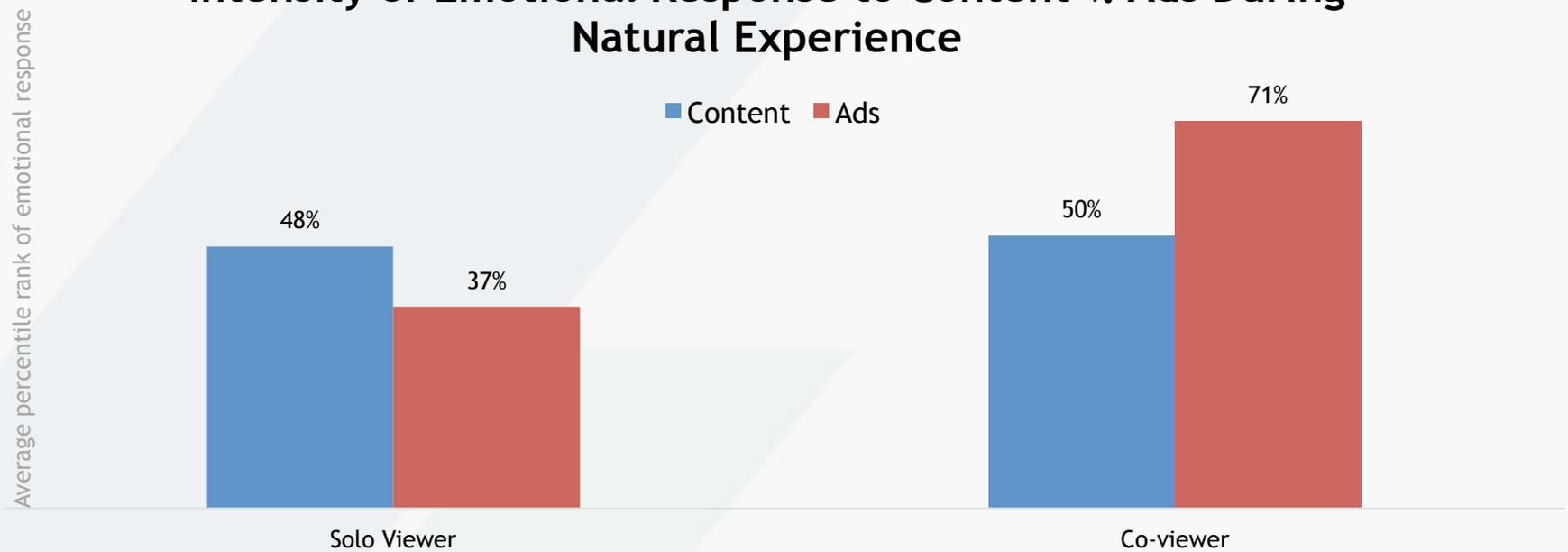
Solo Viewer



Co- Viewer

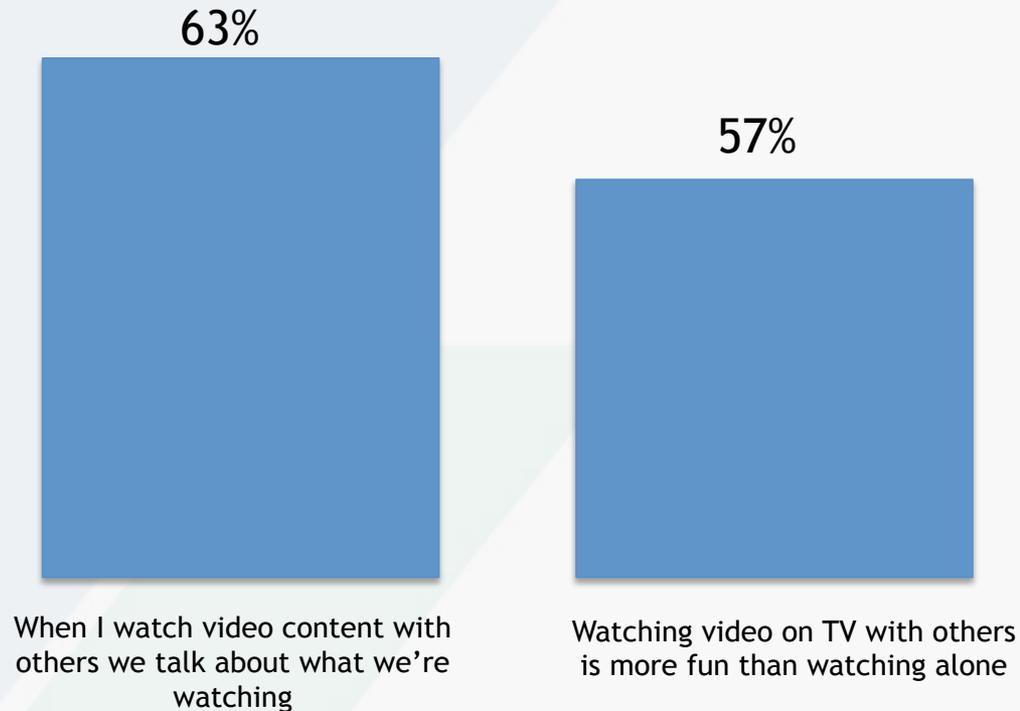
Ads Elicit Significantly Higher Emotional Responses In Co-Viewers - Most Likely Due To Engagement/ Conversations Which Take Place

Intensity of Emotional Response to Content v. Ads During Natural Experience



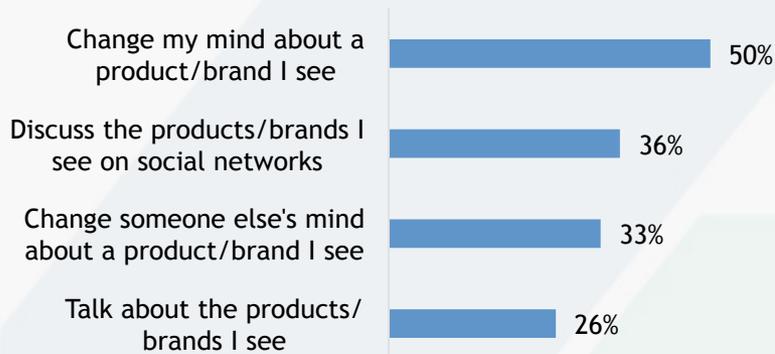
Co-Viewing Drives Engagement - More Likely To Discuss TV Programming/Advertisements With Others

Co-viewing Attitudes Among Linear TV (Top 2 Box Agreement %)

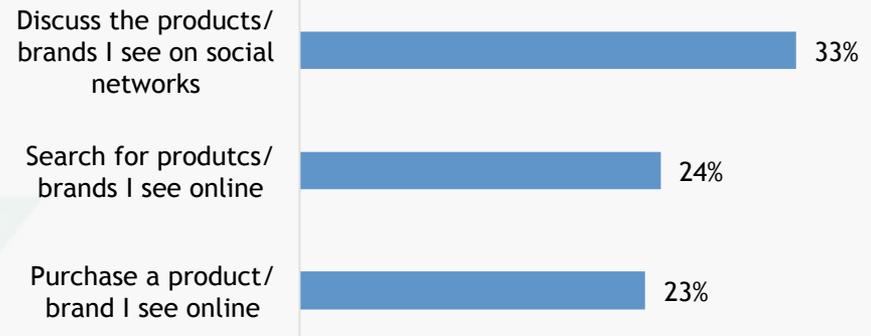


Overall, Co-Viewing Leads to Discussion About Products/Brands Advertised & Promotes Viewer's To Take Action

Likelihood To Interact During Co-Viewing on Linear TV
(Top 2 Box agreement %)



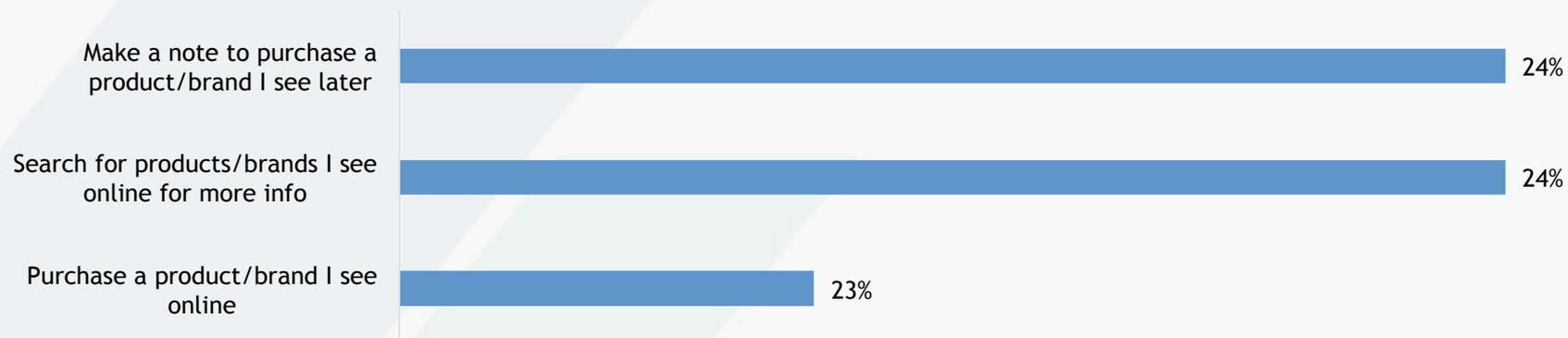
Likelihood To Take Actions During Co-Viewing on Linear TV
(Top 2 Box agreement %)



26% Talk About Products & Brands They See

...and Drives Viewers To Search For Products Online

Likelihood To Take Actions During Co-Viewing (Top 2 Box agreement %)



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