PREMION

CTV/STREAMING TV ADVERTISER STUDY | 2025

Unlocking CTV's Full Impact:

The Omnichannel Advantage

Advertiser Perceptions

2025 CTV/STREAMING TV ADVERTISER STUDY

Methodology

PREMION commissioned Advertiser Perceptions to conduct an advertiser study on media spending and priorities in the planning and buying of CTV/streaming TV advertising. Advertiser Perceptions executed an anonymous online survey among 302 ad agency or brand-side marketers involved in the decision-making for CTV/streaming TV advertising.

The decision-makers were qualified as being involved in media brand selection. Respondents were further qualified as employed in the US spending a minimum of $1,000,000 in the next twelve months on advertising. The study fielded in August 2025.

Advertiser Perceptions PREMION

2025 CTV/STREAMING TV ADVERTISER STUDY

Respondent Profile

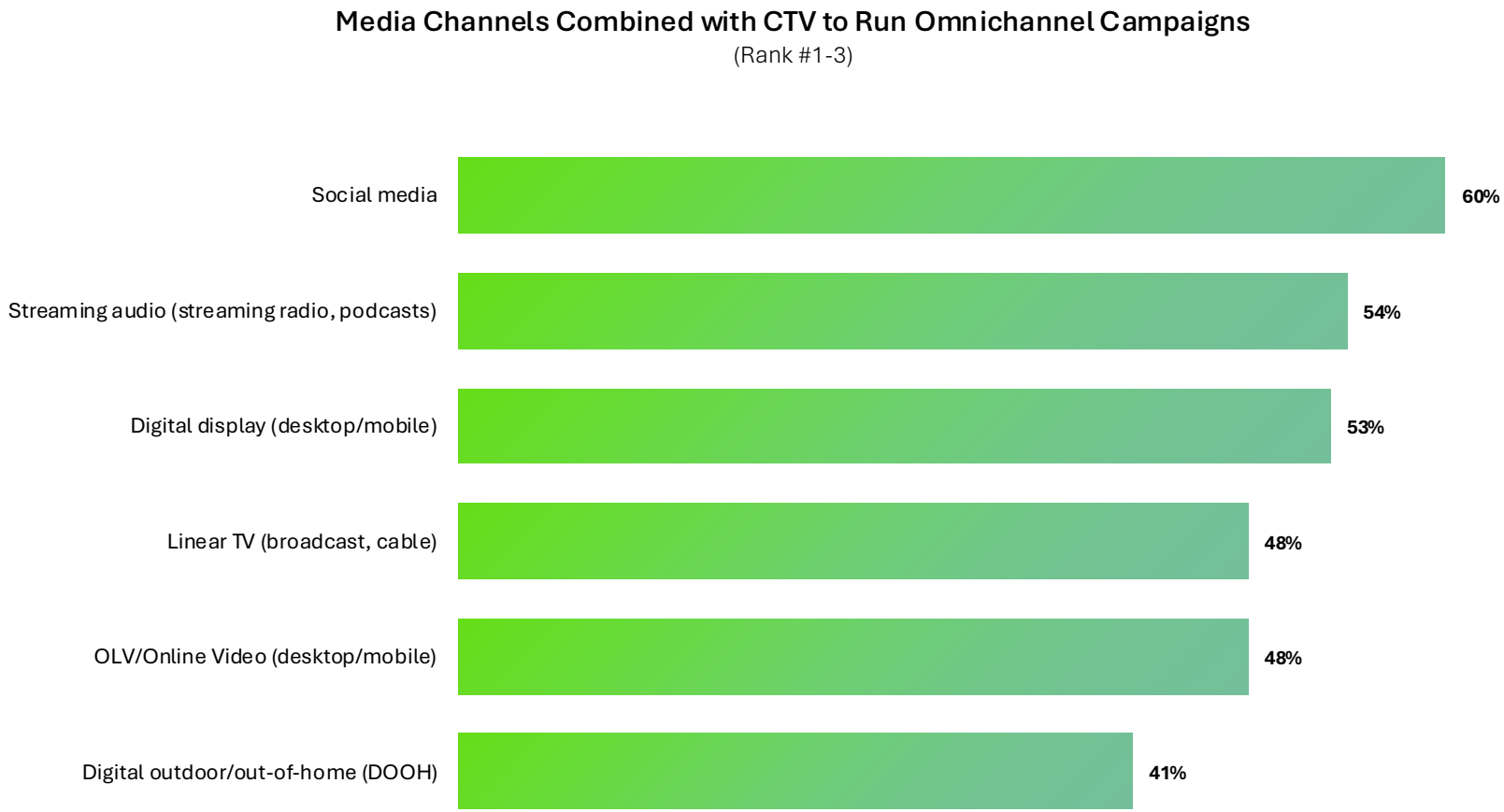
Buyer Profile	
Marketer	40%
Agency	60%

Job Level	
Senior (VP+)	54%
Mid (Director/Supervisor)	38%
Junior (Manager)	8%

Annual Ad Spend	
<$25M	36%
$25M+	64%

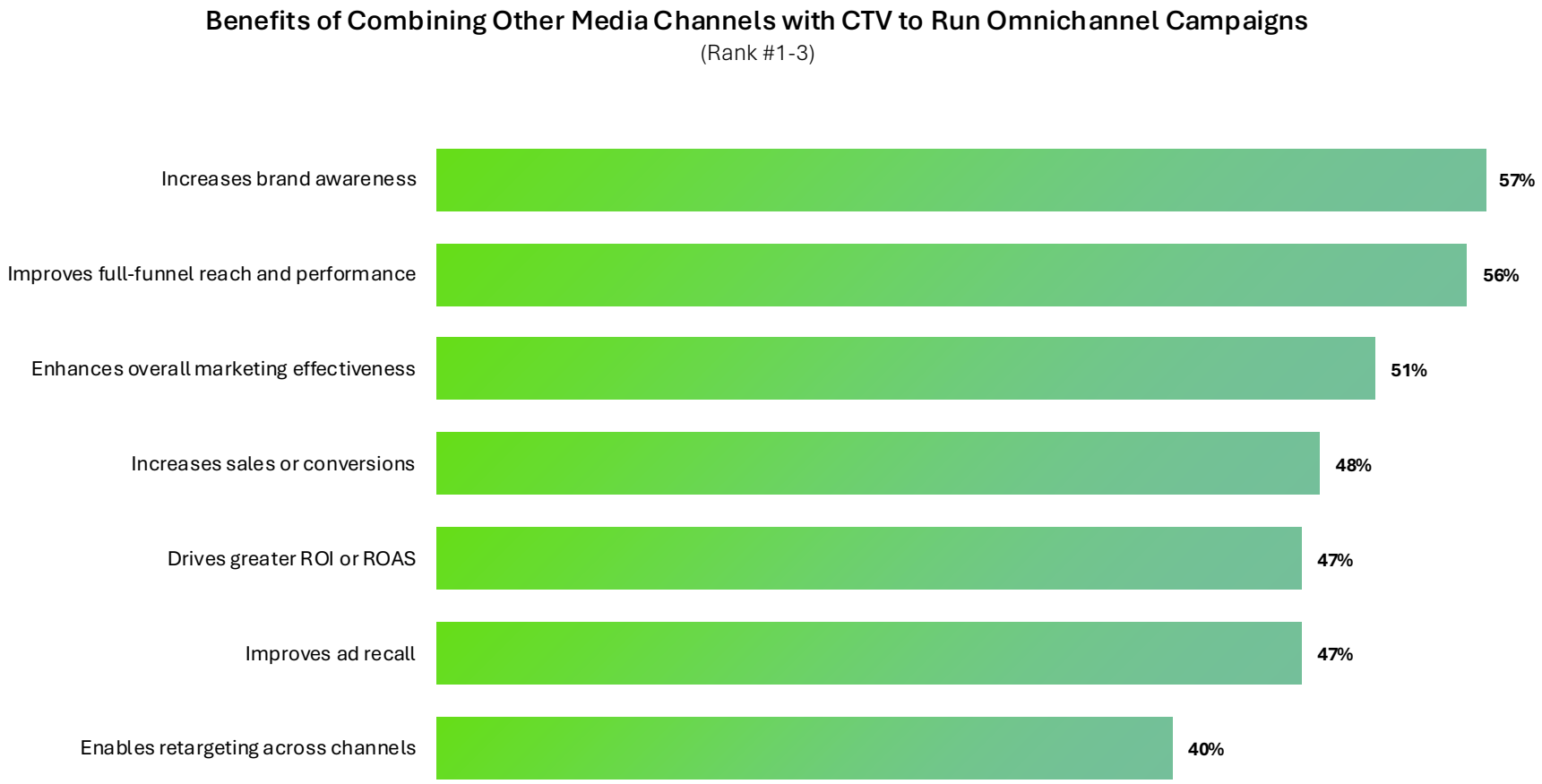
Advertising Involvement by Media Types	
Social Media Platforms	92%
Digital Display	80%
General Search	80%
Connected TV/Streaming TV	80%
Digital/Streaming Audio	78%
Video	77%
Mobile App	70%
Linear TV	68%
Retail Media/eCommerce Platforms	66%
Digital Outdoor/Out-of-Home	63%
AM/FM Radio	59%
Traditional Outdoor/Out-of-Home	53%
Print	51%
Augmented Reality/Virtual Reality	38%

Over half of CTV/streaming TV advertisers are combining social media, streaming audio, or digital display with CTV/streaming TV to run omnichannel ad campaigns



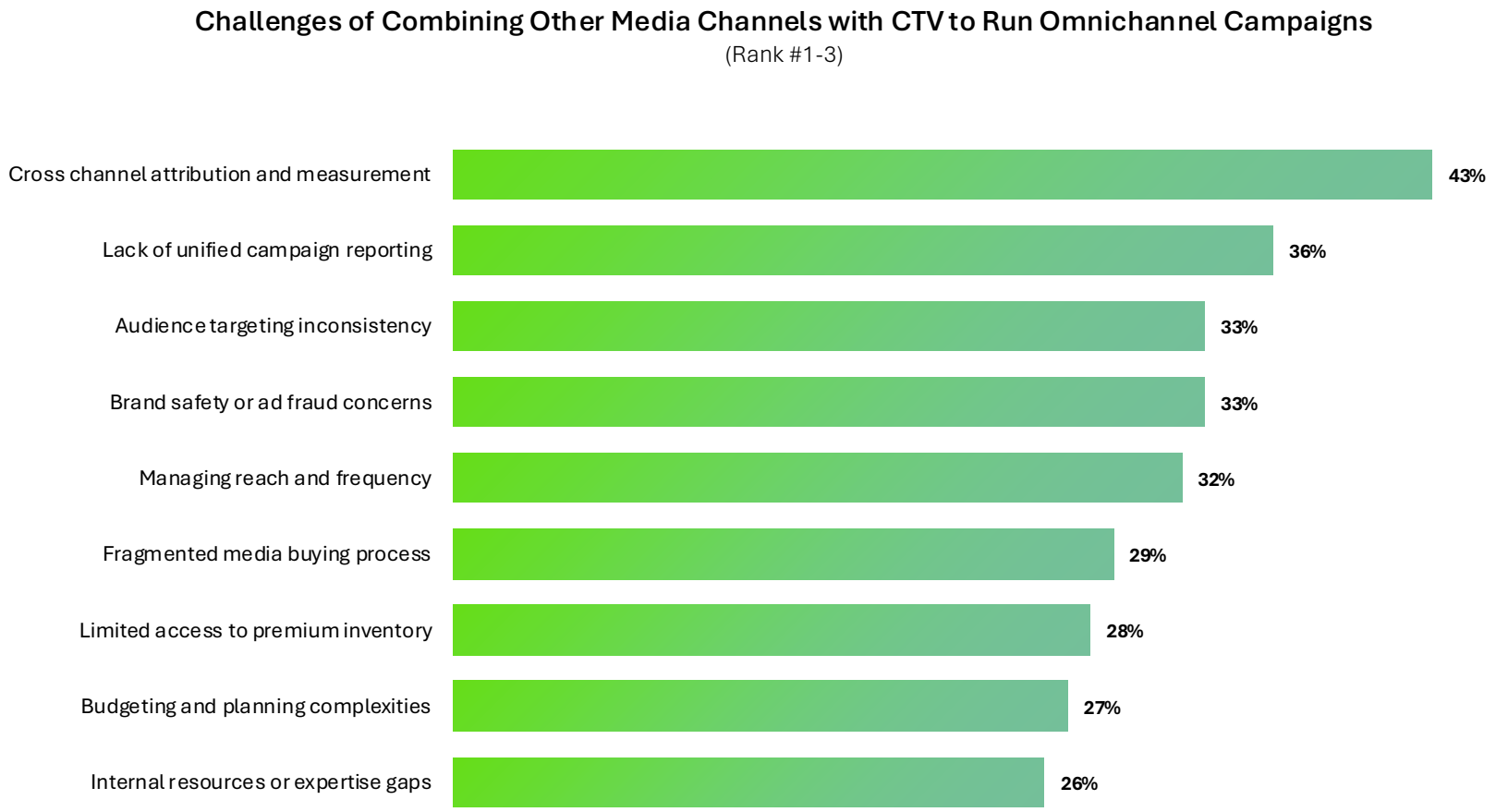
Q. Which media types/channels are you combining with CTV/Streaming TV to run omnichannel ad campaigns? Base: Involved in CTV Advertising (n=240); Other = 1%, None of the above = 2%

Increasing brand awareness and improving full-funnel reach and performance are the top benefits of combining other media channels with CTV to run omnichannel campaigns



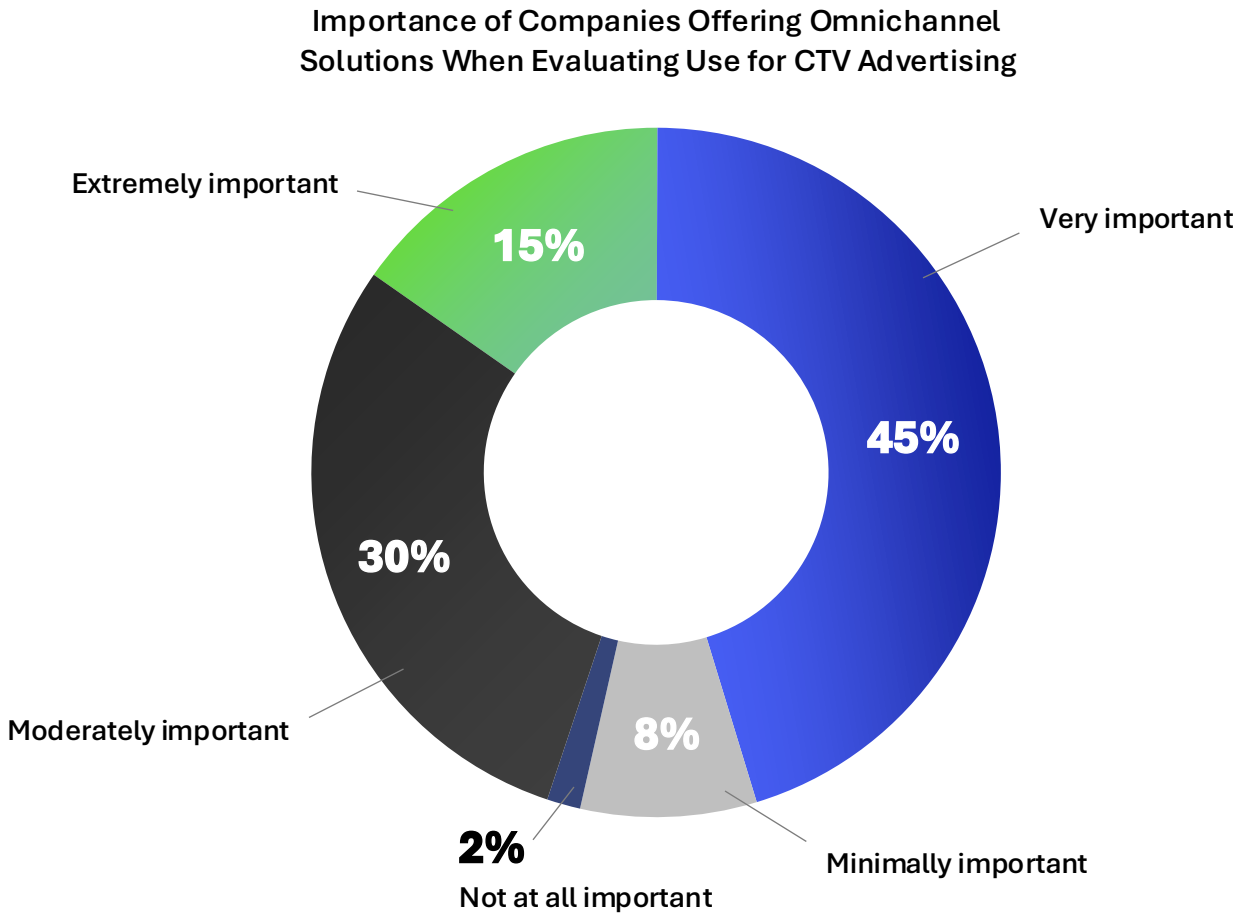
Q. What do you feel are the biggest benefits or advantages of combining other media types/channels with CTV/Streaming TV to run omnichannel ad campaigns? Base: Involved in CTV Advertising (n=240)

Cross channel attribution and measurement and lack of unified campaign reporting are the top challenges of combining other channels with CTV to run omnichannel campaigns



Q. What do you feel are the biggest challenges of combining other media types/channels with CTV/Streaming TV to run omnichannel ad campaigns? Base: Involved in CTV Advertising (n=240); None of the above = 7%

9 in 10 CTV/streaming TV advertisers believe it's important for a company they are considering for CTV/streaming advertising to also offer omnichannel solutions



Q. When evaluating which companies/platforms to use for CTV/Streaming TV advertising, how important is it that they also offer omnichannel solutions? Base: Involved in CTV Advertising (n=240)

Thank You

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