

Dataxis

HbbTV and Addressable Advertising developments

How CTV and Addressable formats are taking over the TV industry



Presented by

Ophélie Boucaud
Principal Analyst
Dataxis



Digital revenues are driving the growth of the TV and video industry across the globe

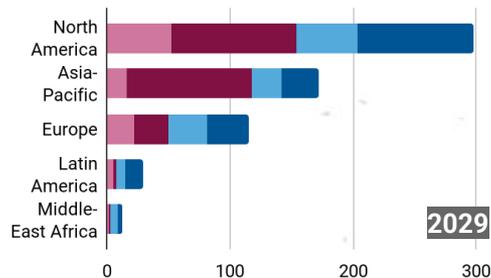
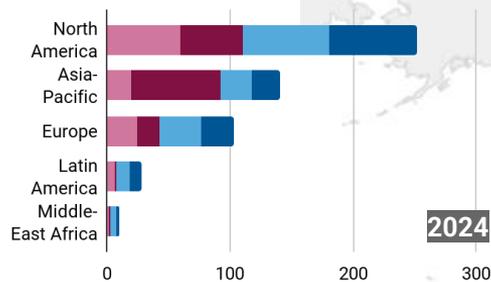
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TV & video commercial revenues by region

2024 vs 2029 forecasts

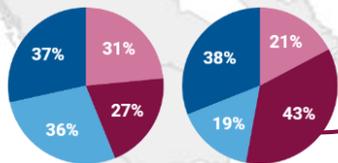
Bar charts: in billion EUR

Pie charts: market share by revenue category

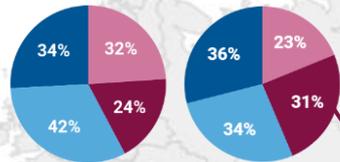


The explosion of digital advertising revenues in developed markets will significantly grow the overall size of the video ad industry

North America

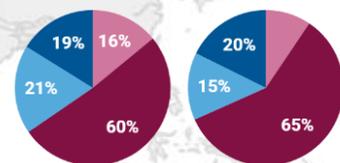


Europe

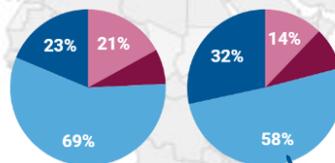


Mobile video advertising has totally disrupted the video industry in APAC, mostly in China

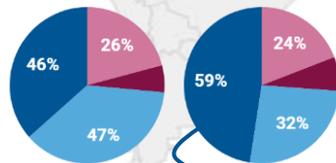
Asia-Pacific



Middle-East Africa



Latin America



TV & video revenues will remain subscription-driven in MEA & LATAM

Linear TV Advertising

Digital video Advertising

Pay TV Subscription

Digital video Subscription

Cord-cutting and rapid OTT services adoption continue reshaping the global video landscape

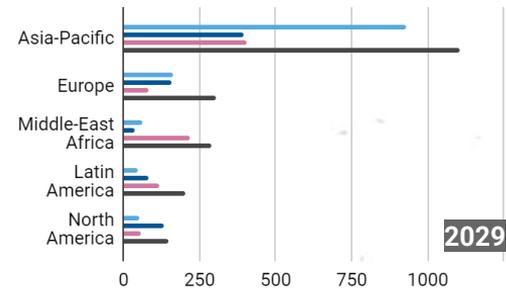
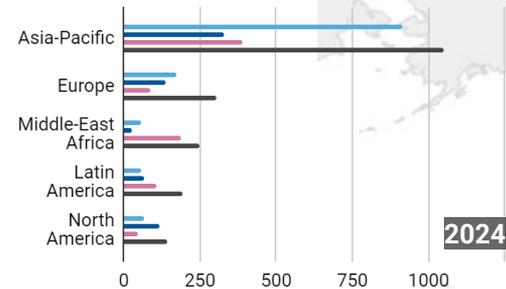
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TV & video services reach by region

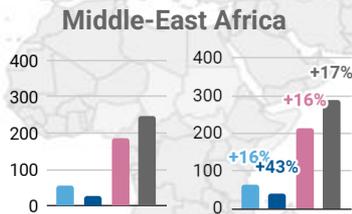
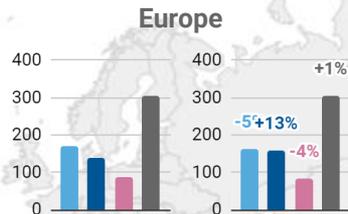
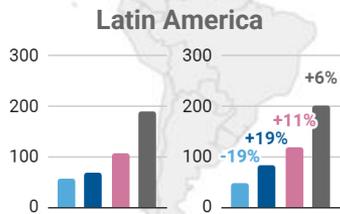
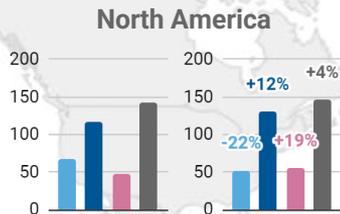
2024 vs 2029 forecasts

Bar charts (left): in million households

Bar charts (right, over map): in million households



Globally, the number of households equipped with paying OTT services will grow by 18% while pay TV decreases by 1% in the next 5 years

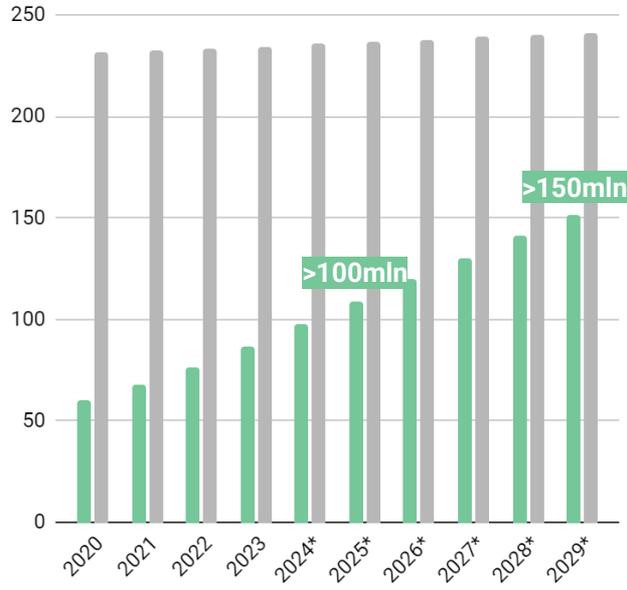


100 million
European
households

will be
reachable
on HbbTV
equipped
TV sets
by 2025

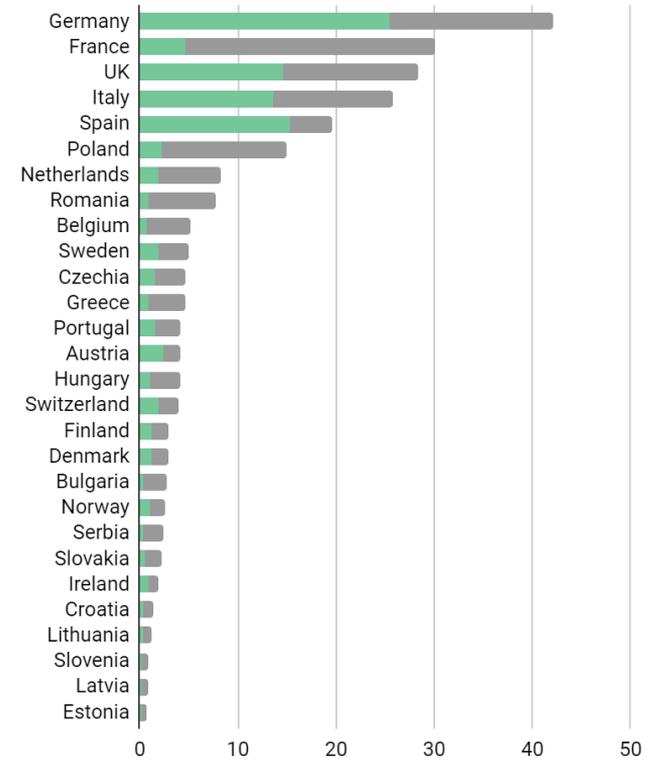
HbbTV reachable households

In Europe, forecasts in million
Excl Ukraine, Belarus and Russia



Volume of HbbTV reachable over total households

2024 forecasts, in million

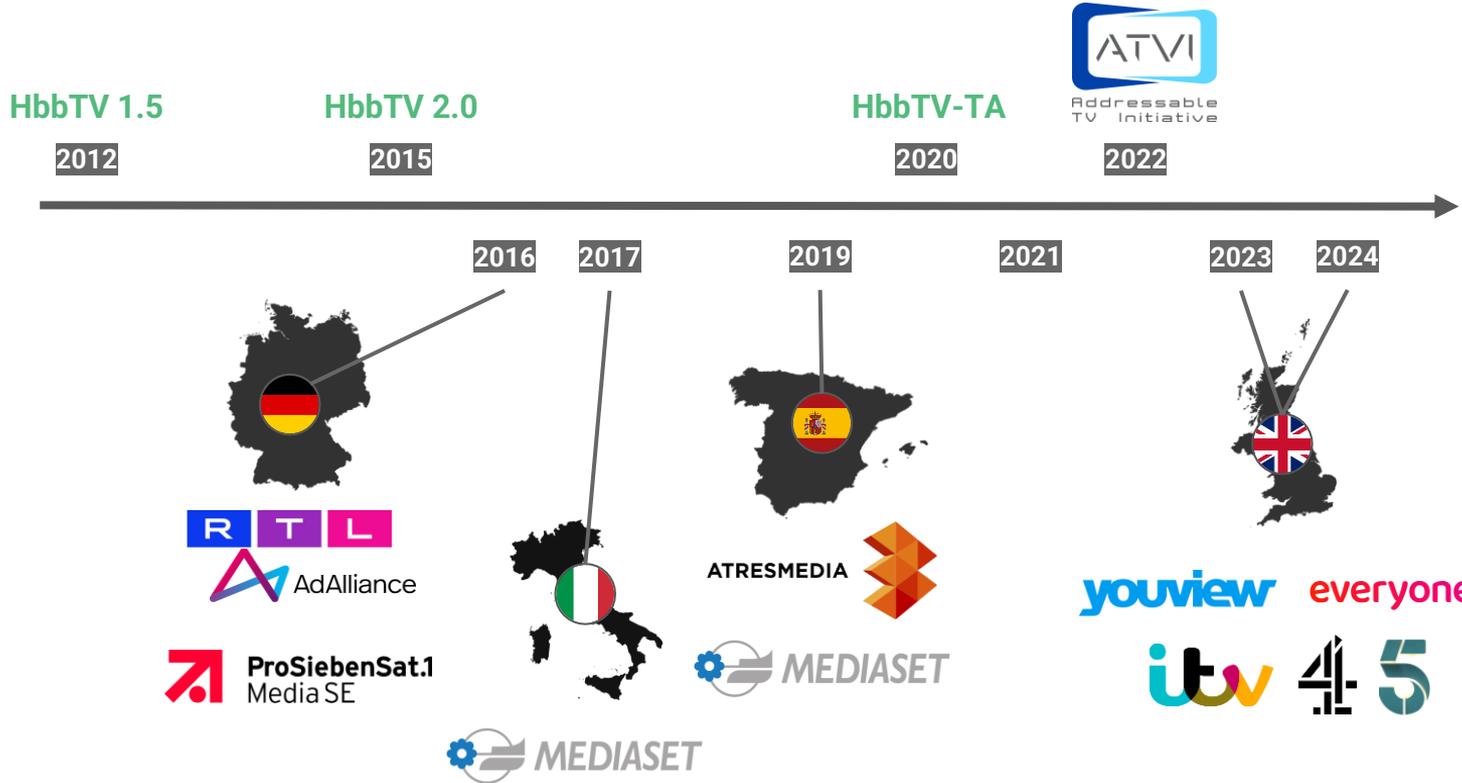


New versions and standard updates on HbbTV enabled European broadcasters to launch advanced ad formats

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4 markets account for over 70% of reachable households and 90% of addressable revenues on HbbTV



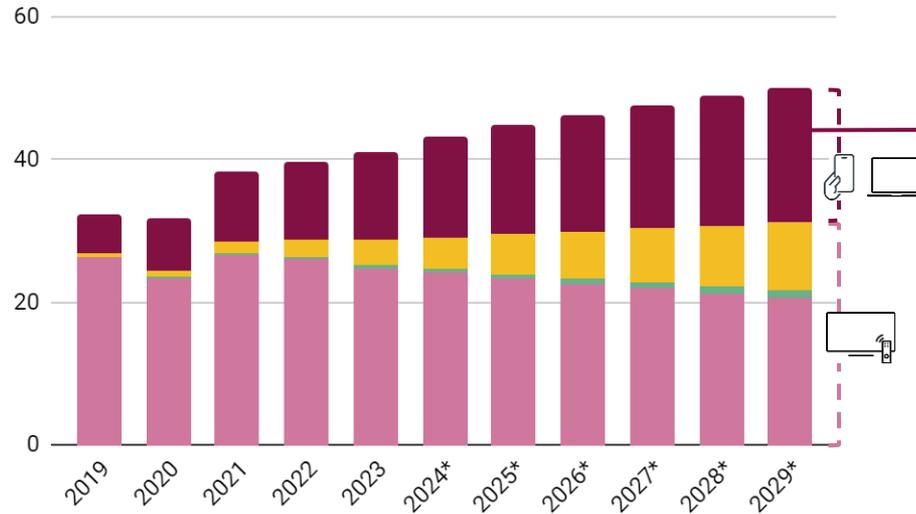
CTV and addressable formats are expected to drive most of the advertising growth on the big screen in Europe

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TV & video revenues evolution in Europe

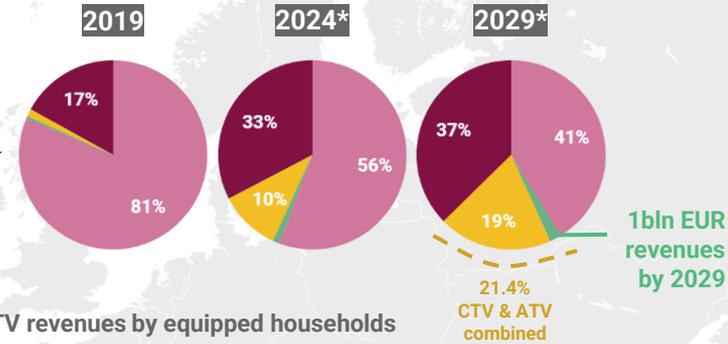
10 years history & forecasts

In billion EUR



TV & video revenues evolution in Europe

By category share of revenues



CTV revenues by equipped households

In euros for 12 months, European average

