

# The Changing Landscape of Indian Television

## **A STUDY ON ADVANCING TV TRANSFORMATION**

2024 (2<sup>nd</sup> Edition)



THE CHANGING  
LANDSCAPE OF  
INDIAN TELEVISION

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# Foreword

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Advances in technology continue to transform our daily lives – bringing innovations and new solutions while displacing conventional devices. This has created a sort of natural selection that ensures that only the institutions that perpetually adapt and leverage technology to enhance consumer experience survive and thrive. One such remarkable example is that of TV in India which is seamlessly evolving from terrestrial to satellite cable to OTT and now Connected TV (CTV).

Inherently, the consumer wants to experiment. The need for new experiences packed with a variety of choices in content has led to the swift adoption of digital services. No doubt TV continues to be a mainstay in the typical Indian household where it serves as the adhesive that brings the family together. The added digital capabilities in TV have enabled brands to interact with the right consumers at the right time, in a much more meaningful and measurable manner.

Improved internet accessibility, combined with a diverse content spectrum on Connected TV (CTV), and the proliferation of regional language content, have not only captivated urban audiences but also resonated deeply in rural areas. While mid- to- high-income households currently dominate the addressable TV audience, discernible trends in TV sales point towards Smart TVs emerging as the default choice with imminent and widespread adoption.

In a post-cookies era, advertiser demand for TV will continue to grow as marketers discover the tremendous potential of Connected TV's superior targeting and measurement capabilities – unlocking the true power of consent-based consumer data. Overall, increased convenience, engagement and personalisation are increasing responsiveness and receptivity in audiences – which is a crucial asset in the current attention economy. This, in turn, is fuelling demand for further content production.

GroupM has executed in-depth research into this space marked with immense, untapped potential. This report serves as a guidebook for advertisers and broadcasters alike for everything and anything CTV, shedding light on the disposition and shifting preferences of the modern Indian addressable TV viewer.

The addressable TV advertising marketplace is evolving rapidly, and we need to establish a common set of definitions to eliminate any confusion. We at GroupM intend to continue unlocking the power of TV advertising through our Advanced TV solutions. We hope you find the outcomes as insightful and fascinating as we did.



**Prasanth Kumar**  
CEO - GroupM South Asia

# Introduction

## **INDIA IS ONE OF THE WORLD'S MOST IMPORTANT TV MARKETS WITH THE SECOND LARGEST NUMBER OF TV HOUSEHOLDS AFTER CHINA.**

This second edition of The Changing Landscape of India Television report features new data and insights from research firm Ampere Analysis and GroupM Nexus, delivering deep insights into how to make the most of the CTV opportunity.

### **IN THIS REPORT:**

#### **The evolving Traditional TV and OTT landscape in India**

We integrate recent data from Ampere Market Operators and GroupM's This Year, Next Year to provide a comprehensive overview of the size and trajectory of India's TV market.

#### **The Connected TV opportunity**

We analyse the newest opportunities for TV advertisers through Smart TVs and other connected devices.

#### **Understanding the Addressable TV audience**

We explore how advertisers may use Addressable TV services to reach valuable audiences that are difficult to reach on other platforms. We also examine the viewership of different TV services in India.





**Atique Kazi**  
President - Data, Performance  
and Digital Products  
GroupM India

“Over the next five years, TV advertising in India is anticipated to experience a 10% CAGR growth. During this period, the growth of Connected TV advertising is expected to surge significantly in India, boasting a 31% CAGR. This expansion will play a pivotal role in shaping the overall television landscape, encompassing both linear and digital platforms. Acknowledging the significance of engaging with cord-cutters and cord-nevers, who are difficult to reach, yet highly involved audiences, has become imperative.

## THIS REPORT AIMS TO EXPLORE TWO KEY ASPECTS:

- Analysing the factors contributing to the transformations in the TV landscape, identifying growth drivers, and examining key societal factors influencing this evolution.
- Providing an in-depth understanding of Addressable TV viewers and changing consumer preferences that are shaping the TV landscape.

## KEY QUESTIONS COVERED IN THIS REPORT

What are the statuses of the traditional TV and OTT markets in India?

How are consumers adopting Connected TV and Addressable TV services? Who are these consumers?

What is the Connected TV ecosystem and how does it align with Addressable TV?

How are Connected TV devices extending the reach of advertising to the living room?

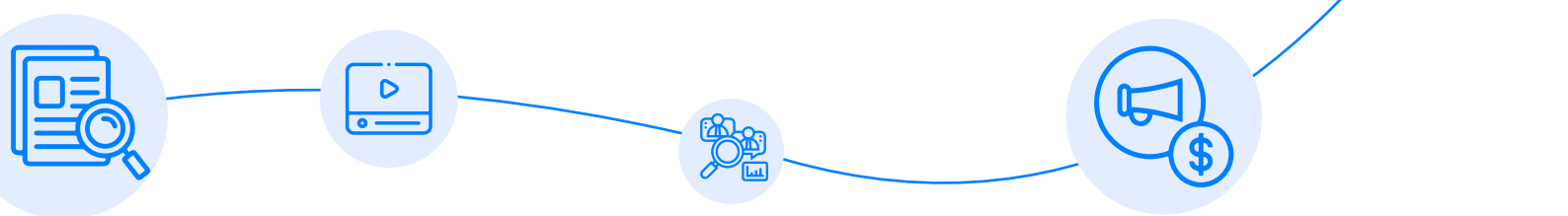
How should media buyers think about Connected and Addressable TV?

## THE METHODOLOGY

The primary research leveraged in this report was completed in November 2023 and comprises a survey of more than 4,000 online respondents in India with high social media engagement recruited via Facebook and Instagram.

Ampere’s syndicated research used in this report provides a detailed view of India’s cable, satellite, SVoD, and telecoms operators’ businesses and content spending.

Data used in this report includes proprietary data from GroupM Nexus Advanced TV, including forecast advertising revenues and network supply data on video consumption.



**Completion:** November 2023

**Coverage:** Representative sample of India’s internet connected households, particularly those who are most engaged with online activities and devices

**Panel size:** Sample of 4044 respondents recruited via social media (Instagram and Facebook)

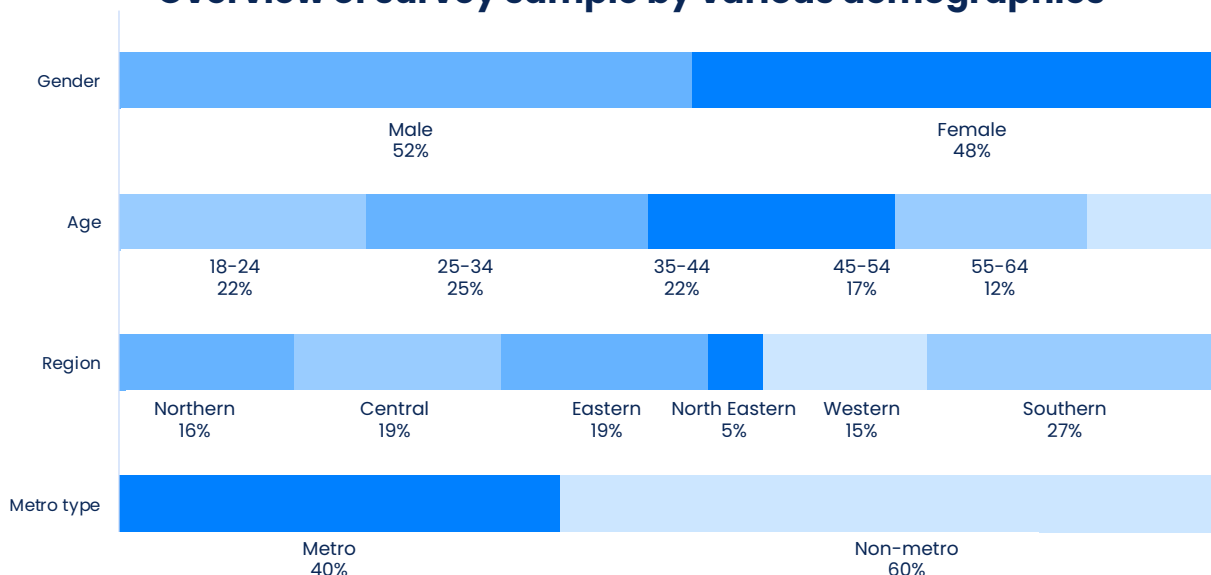
**Controls:** Hard quotas for age & gender; soft quotas for region

**Survey length:** Approximately 10 minutes to complete with up to 30–35 questions, key topics:

- **Demographics** (i.e., age, gender, household income, region)
- **Lifestyle & behaviours** (e.g., travel & shopping frequency)
- **Devices and apps used for TV viewing**
- TV habits, preferences and viewing scenarios** (e.g., co-viewing)

**Languages:** English or Hindi (user preference)

### Overview of survey sample by various demographics



# Defining TV: Terminology and Definitions

## BUSINESS MODELS FOR TV SERVICES AS DEFINED FOR THIS REPORT:

**Free TV Services** refers to channels that can be accessed on a free platform without any subscription, i.e. no monthly charges are incurred. e.g. Goldmines, Enterr10, B4U, DD

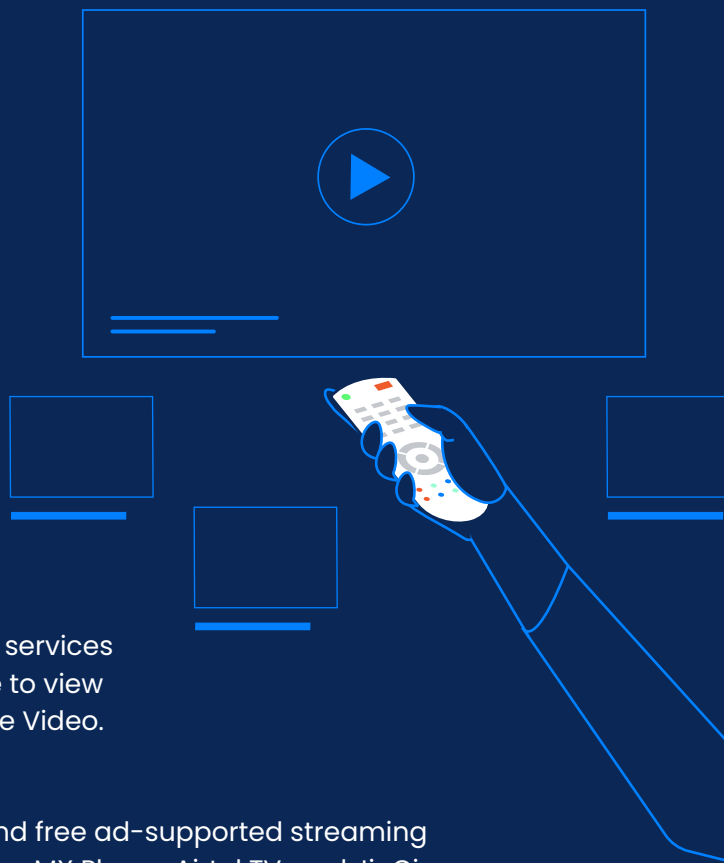
**Pay TV Services** are paid-for Traditional TV services (cable, satellite, IPTV, terrestrial) for which consumers pay a monthly or annual charge, such as Dish TV and Tata Play.

**Subscription Video on Demand (SVoD)** are online TV services for which consumers pay a monthly or annual charge to view content without ads, such as Netflix and Amazon Prime Video.

**Advertising-supported Video on Demand (AVoD)** and free ad-supported streaming television (FAST) include free online TV services, such as MX Player, Airtel TV, and JioCinema.

**Hybrid subscription/ad-funded products** are online TV services for which consumers pay a lower monthly or annual charge due to the presence of adverts on the service, such as Disney+ Hotstar, Zee5, and SonyLIV's ad-supported plans.

**YouTube** includes user-generated content and is considered a separate category to other AVoD service.



**CONNECTED TV DESCRIBES LARGE-SCREEN DEVICES CONNECTED TO THE INTERNET EITHER DIRECTLY AS A SMART TV OR INDIRECTLY THROUGH:**



External streaming devices such as Roku, Apple TV, Amazon Fire TV Sticks.



Internet-enabled gaming consoles such as Xbox and PlayStation.



Internet-enabled set top boxes (STBs) or Blu-ray/DVD players.

For the purposes of this report, consumers and/or households that own any of the above devices are within the Connected TV ecosystem.

**OTT (OVER-THE-TOP) SERVICES**



Include TV services that are accessible by viewers directly through an internet connection. These include SVoDs, AVoDs and FAST, hybrid subscription/ad-funded products, Connected TV-based streaming platforms, and other applications such as YouTube.

Connected TVs remain capable of delivering traditional TV services (i.e., Free TV and Pay TV), while also allowing the reception of over-the-top (OTT) TV services, ad-supported or otherwise.

**ADDRESSABLE TV**



Covers the TV services capable of simultaneously serving different advertising to distinct sub-groups within an audience base, allowing advertisers to target specific audiences.

**TV services considered addressable throughout this report include:**



AVoD and FAST services



Connected TV-based streaming platforms



Hybrid subscription/ad-funded products

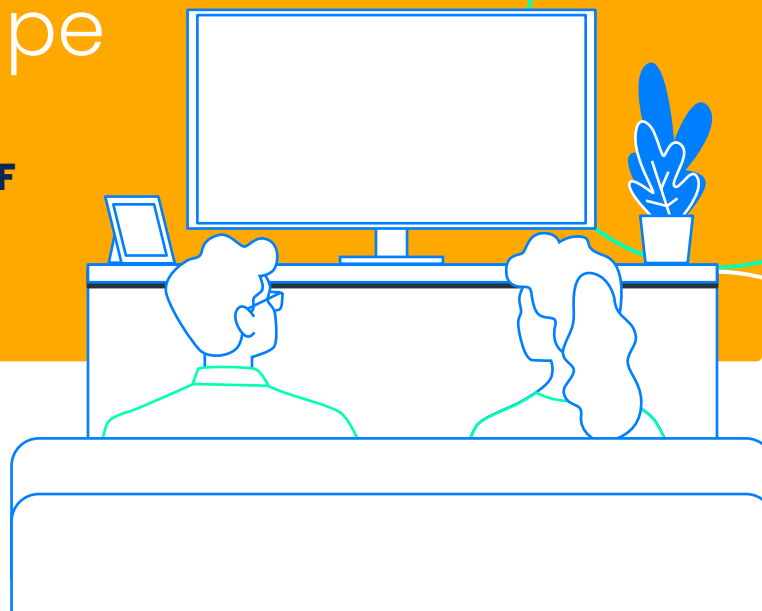
Linear Addressable TV products do exist among a small selection of Pay TV operators in mature TV markets but is currently expected to be minimal in India.



Section 01

# The evolving Indian TV landscape

## THE SIZE AND TRAJECTORY OF INDIA'S TV MARKET AND THE ROLE OF CONNECTED TV.



**1** India is one of the world's most important TV markets with the second largest number of TV households after China.

India's TV regulator BARC estimated that India had **210Mn** households in 2020



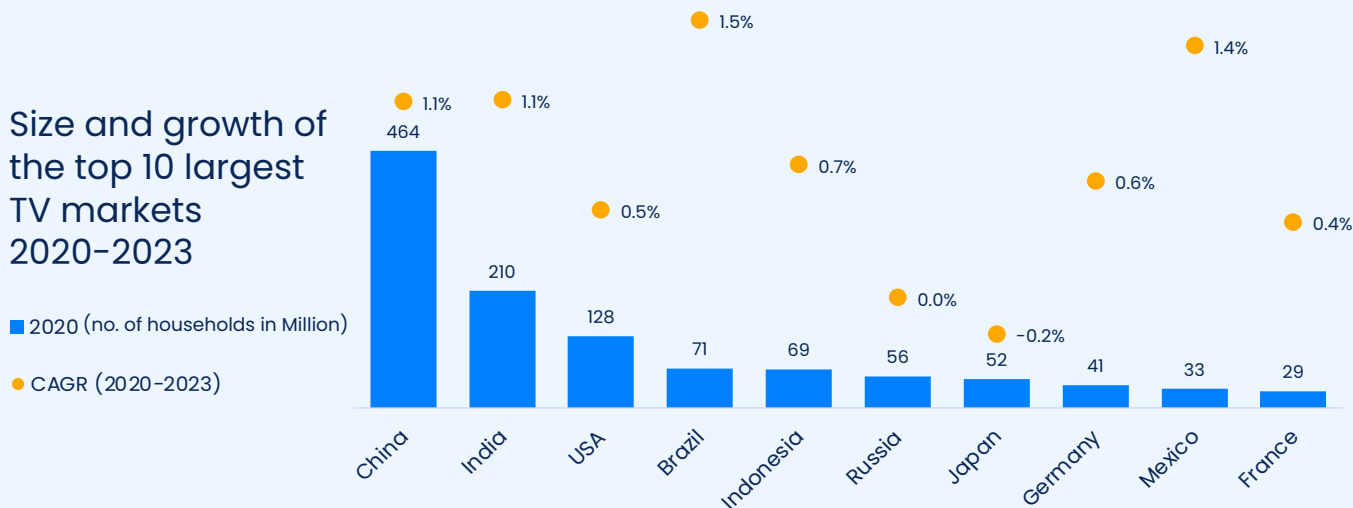
Ampere reported that total TV households in India has grown by **1.1%** CAGR over 2020-2023 to **217Mn** TV households



The growth in TV households in India is largely attributable to increased subscriptions to **Free TV services**



### Size and growth of the top 10 largest TV markets 2020-2023

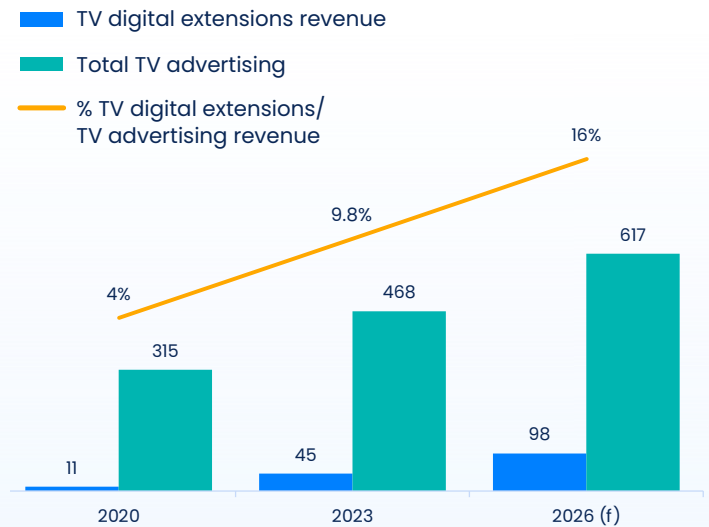


## 2 India TV advertising revenue mix

Although new, the addressable advertising market via Connected TV has shown huge potential in India. GroupM Nexus reported **9.8% of the total TV advertising revenue in 2023 went towards Addressable TV services**, representing INR 45Bn in ad revenue.

As Connected TVs and ad-supported services become increasingly common, Addressable TV revenue will continue to grow. GroupM Nexus expects that by 2026, **16% of TV ad spend will be devoted to Addressable TV products and services on Connected TVs.**

India TV advertising revenue mix (INR Bn)



Source: Feb 2024 update to GroupM TYN Y Dec 2023

## 3 Improved internet connectivity powers OTT growth

Growth in adoption of using OTT services is in part driven by improved availability of reliable internet connections throughout India.

52%

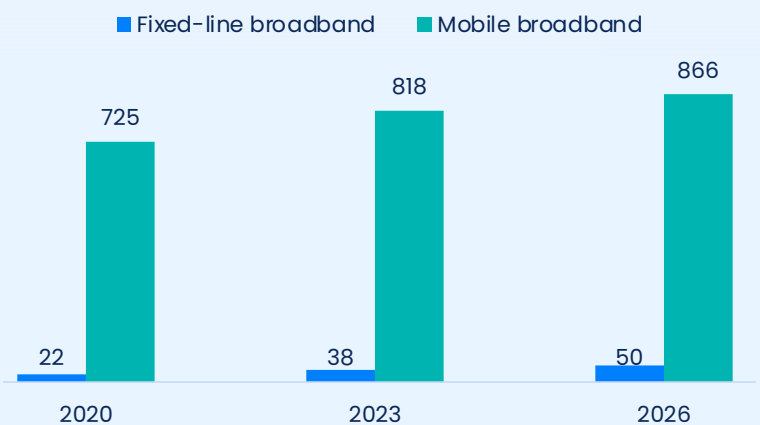
of Indian households are connected and now have internet access up from 36% in 2020

This is projected to reach **59%** by 2026

Most households are connected via mobile broadband, making mobile connectivity instrumental for video streaming to reach India's 800Mn potential viewers.



India broadband subscriptions (Mn) by type, 2020-2026

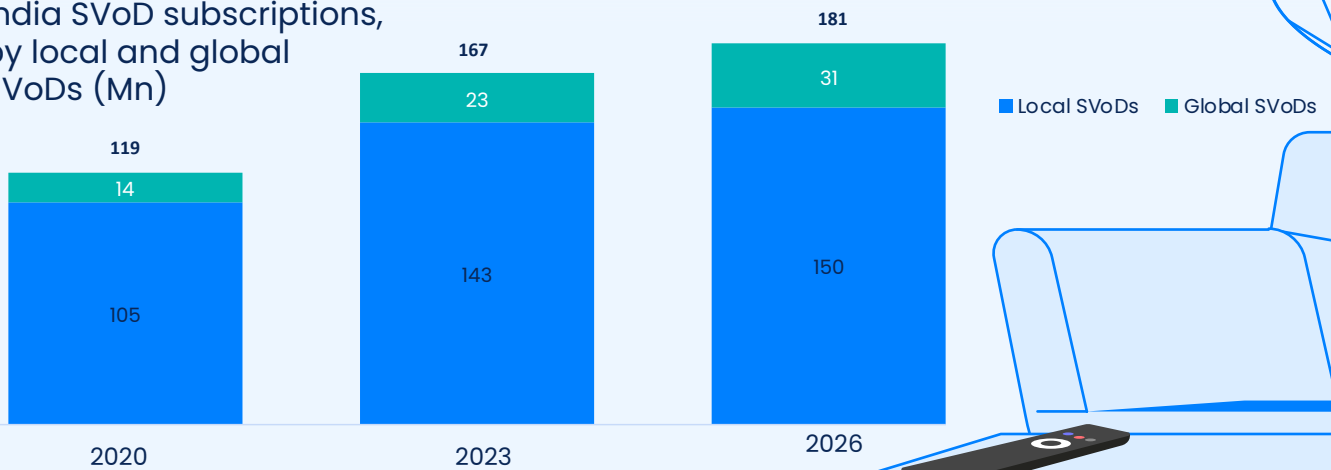


Sources: TRAI (fixed-line broadband historicals), ITU (mobile broadband and internet penetration historicals), Ampere Analysis - Market Operators (forecast estimates of mobile and fixed-line broadband), 2020-2026

# 4 India is now the third largest SVoD market by subscription

SVoD services have grown rapidly in India and assuming for households with multiple SVoDs reach 88.3Mn households according to Ampere Market Operators forecast.

India SVoD subscriptions, by local and global SVoDs (Mn)



Approximate 2 subscriptions/ households

Source: Ampere Analysis – Markets Operators (historical values compiled from respective companies’ investors’ reports and press releases over 2019-2023), 2020-2026

Figure comes from Ampere’s modelled estimates from our syndicated research regarding the number of SVoD subscriptions per household, which comes out at an average of ~1.9. This is based on Ampere’s syndicated bi-annual consumer surveys, weighted against the local population and demographics, and benchmarked against other countries

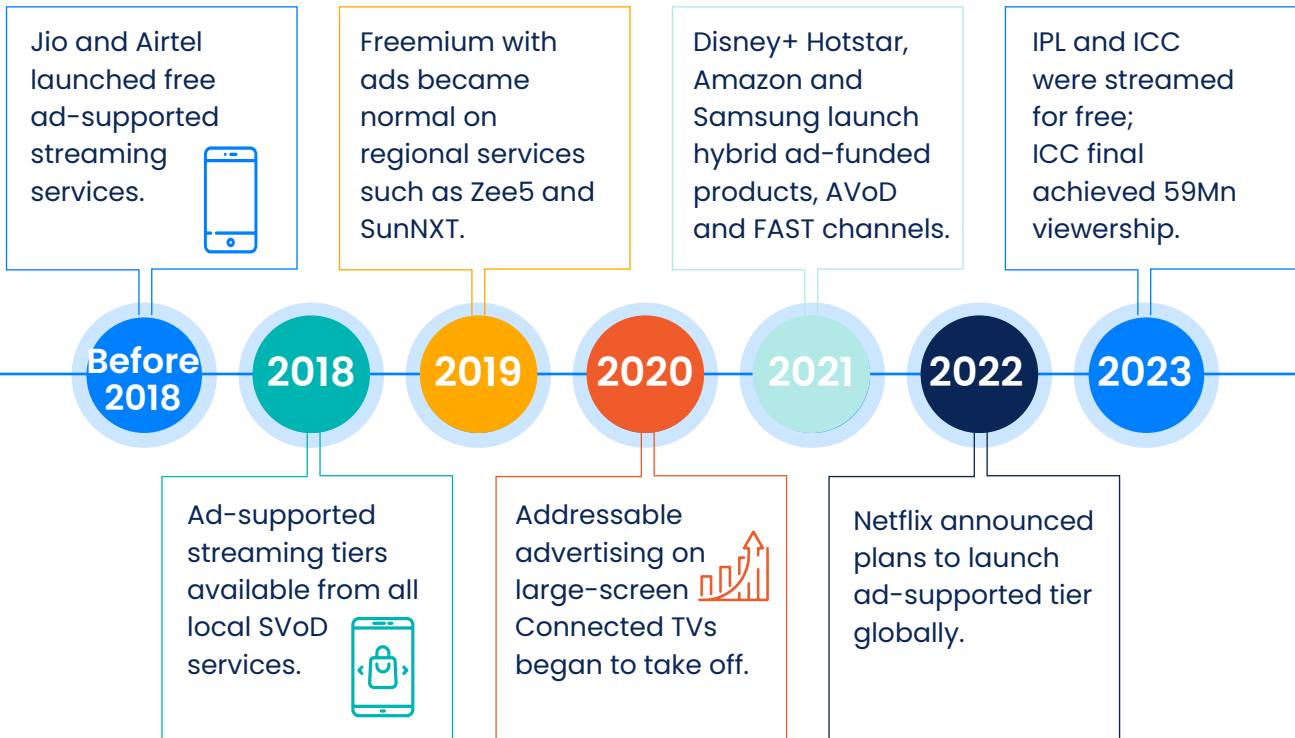
## A marketer’s perspective LET’S HEAR FROM OUR CLIENTS



To rephrase Mark Twain’s famous quote – the reports on the demise of TV are vastly exaggerated. TV has reinvented itself in various avatars. From linear to connected, TV’s big screen, lean back, immersive experience will have few parallels – both for the viewer and the advertiser. It remains unique in both garnering higher attention at scale and building brand fame.

**Amit Danga**  
President, Head of Marketing  
UltraTech Cement - Aditya Birla Group

## INDIA'S OTT MARKET IS INTEGRATING AN INCREASING NUMBER OF AD-SUPPORTED SERVICES



Source: Ampere Analysis, 2023

In most Western markets, SVoD services such as Netflix and Disney+ have led the transition from ad-free SVoD to hybrid and ad-supported content.

However, in India, most VoD services started with multiple tiers, including a free ad-funded tier, a hybrid ad-supported tier, and an ad-free subscription tier.

The vast majority of VoD consumers use the free ad-supported tier.

According to Ampere's proprietary consumer survey,

**65%**  
of Indian internet users watch ad-supported video content.

Which suggests an audience base of

**486Mn**  
viewers.



Ampere's estimate of internet penetration is 52% of India's population of 1.4bn

Source: Ampere Analysis - Market Operators 2023

## OVERVIEW OF CONNECTED TV PLATFORMS AND ADDRESSABLE ADVERTISING OPPORTUNITIES

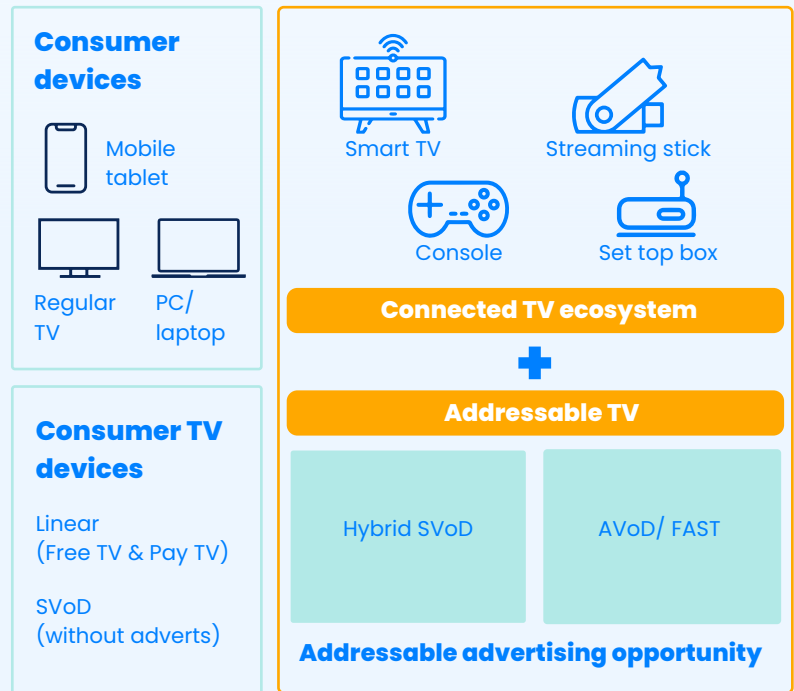


Globally Addressable TV already makes up about one-sixth of TV and video budgets for video advertising and it's growing faster than the overall industry.

Addressable TV offers media buyers the opportunity to target and reach specific audiences across a range of platforms and technologies.

It is compatible with TV services that can simultaneously serve different advertising to distinct sub-groups within an audience base. In India, this includes streaming services that carry advertising, such as AVoD, FAST, and hybrid SVoD services.

Addressable TV activated through the Connected TV ecosystem enables sophisticated, audience-based advertising campaigns to reach the living room.



Source: Unlocking the Potential of Addressable TV, published by GroupM Nexus Advanced TV in 2023

### A marketer's perspective LET'S HEAR FROM OUR CLIENTS



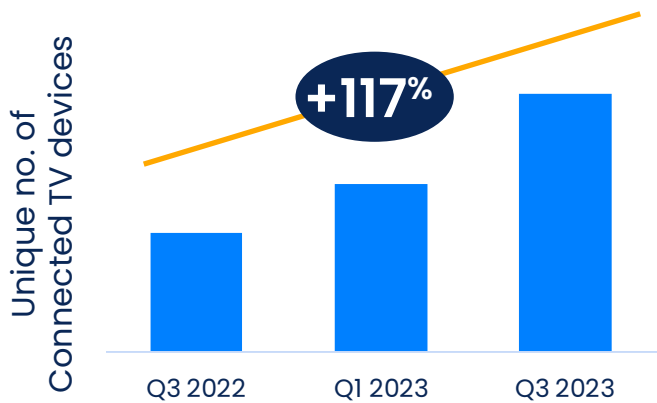
**Ramesh Kalyanaraman**  
Executive Director  
Kalyan Jewellers

“The evolving landscape of video content consumption is marked by a significant shift, with Connected TV (CTV) playing a pivotal role.

As it is anticipated to emerge as a leading force in household entertainment in the near future, we at Kalyan Jewellers have started to actively explore the possibilities of CTV.

**5** Connected TV households are growing rapidly in India, expanding the reach of Addressable TV services

**INDIA'S GROWTH IN CONNECTED TV REACH (2022-2023)**

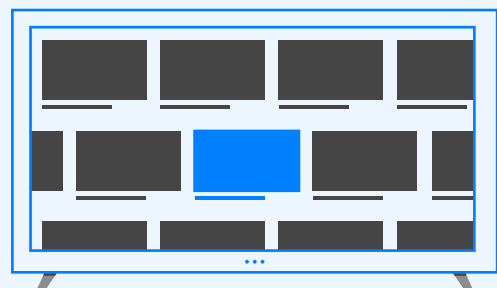


117%

growth in the number of unique Connected TV devices from 2022 to 2023

Source: GroupM Nexus Advanced TV (excludes impressions delivered via YouTube and on cricket competitions), 2023

Connected TVs expected to reach more than **45Mn** households by the end of 2024



Connected TV reached 35M households at the end 2023

**CONNECTED TV HOUSEHOLDS WILL CONTINUE TO GROW AS SMART TVS AND OTHER INTERNET-CONNECTED DEVICES BECOME MORE WIDELY AVAILABLE.**

91%

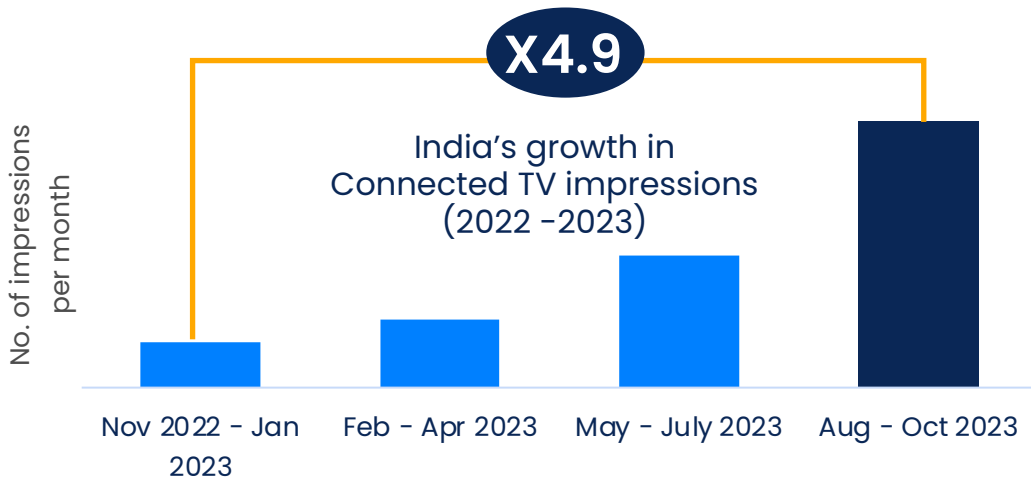
of all TV shipments in India in the first half of 2023 were Smart TVs, driven by leading OEMs



Source: Counterpoint Research, 2023

## 6 Rise in engagement on Connected TV

Impression delivery of addressable advertising on Connected TV has also grown. GroupM Nexus served nearly 5 times more ad impressions through its Advanced TV Solution in Aug-Oct 2023 compared to the same time period in 2022.

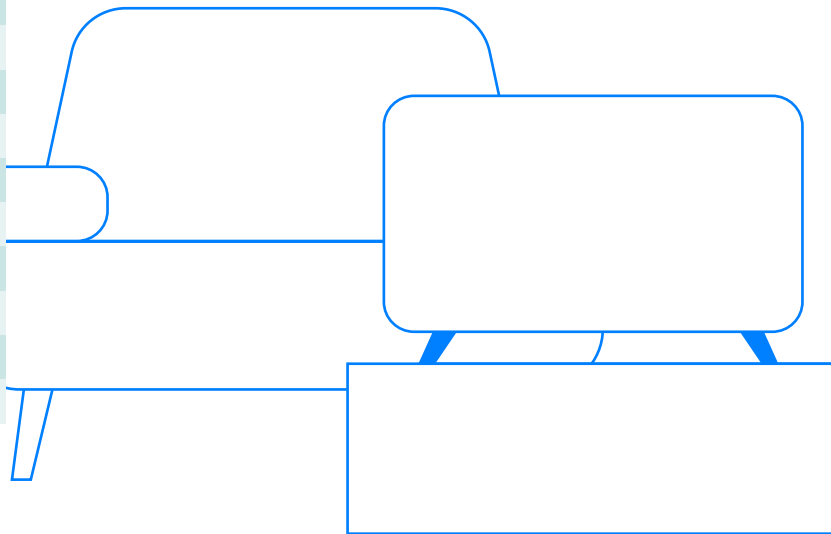


Source: GroupM Nexus Advanced TV (excludes impressions delivered via YouTube and on cricket competitions), 2023



### Top 10 largest CTV regions, by growth of no. of impressions

Rank	Region	Growth rate*
1	Karnataka	x7.5
2	Delhi	x6.2
3	Haryana	x5.9
4	Maharashtra	x5.8
5	Uttar Pradesh	x5.7
6	Jharkhand	x5.6
7	Uttarakhand	x5.6
8	Chhattisgarh	x5.0
9	Bihar	x4.7
10	Madhya Pradesh	x4.4



\* Growth rate calculated between three month periods ending, Oct. 2023 and Dec. 2023  
Sources: GroupM Nexus Advanced TV (excludes impressions delivered via YouTube and on cricket competitions), 2023

Section 02

# The Connected TV opportunity

**CONNECTED TV IS OPENING OPPORTUNITIES FOR OTT SERVICES AND ADDRESSABLE TV IN THE LIVING ROOM.**



A marketer's perspective

**LET'S HEAR FROM OUR CLIENTS**



**Anjali Krishnan**  
Head of Media  
Mondelez

“The inclusion of Connected TV in our media blend is becoming increasingly pivotal, enabling targeted campaign activation in specific locales. This mitigates the issue of view/impression spillage, employing extended video ads for robust brand recall.

Understanding the evolving landscape of television is crucial, and aligning our marketing strategy with the advancements in technology is imperative for Mondelez.

As we cater to a growing audience of cord-cutters who are elusive yet highly involved audiences, Connected TV presents the opportunity for us to do so. CTV programmatic offers key benefits like frequency and reach optimisation, contributing significantly to achieving our marketing objectives. The preference for on-demand content among consumers, particularly when they miss a live telecast of a show, movie, or sports match, positions Connected TV as an indispensable component of our marketing plans to engage with such audiences and households.





## Mode of access

Connected TV opens new opportunities to reach and target the TV viewing audience.

### 1 Smart TVs have rapidly become the default

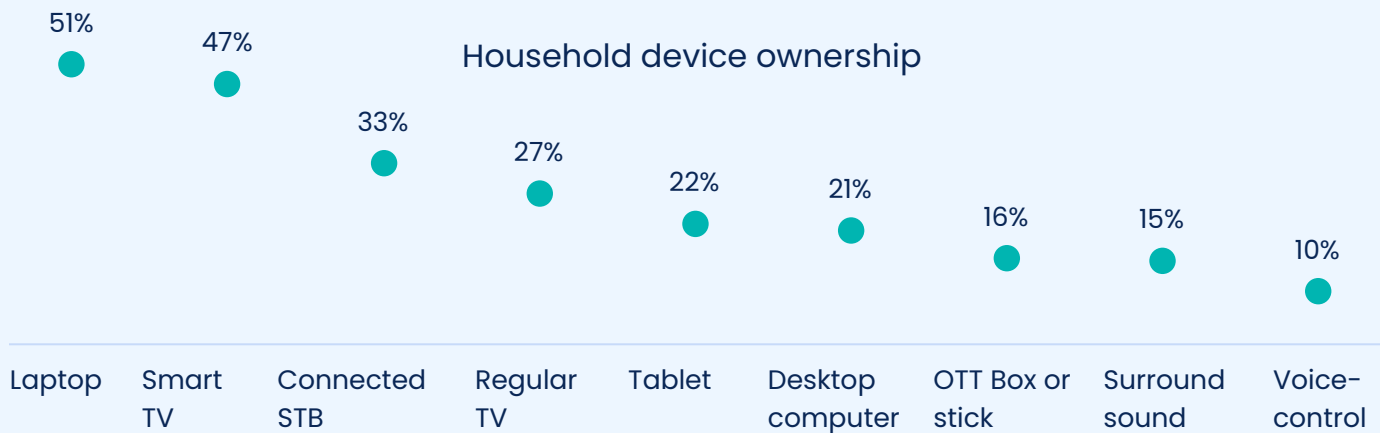
Time since buying a Smart TV  
(% respondents that own a Smart TV)

**47%** of respondents own a Smart TV



Source: Online consumer survey of 4,044 respondents, 2023

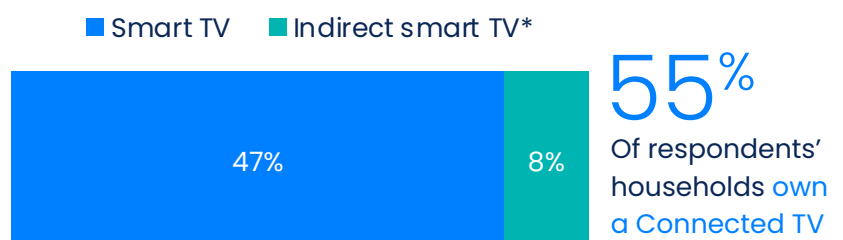
### Household device ownership



External devices extend the Connected TV market beyond that of Smart TVs alone, raising the total connected audience to 55% of respondents.

However it's important to note that Connected TV ownership may not necessarily expose consumers to addressable advertising (some individuals may watch only Traditional TV services on their Smart TV).

### Connected TV device ownership



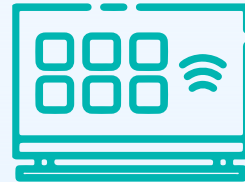
\*An 'indirect smart TV' comprises a regular TV connected via an external internet connected streaming device (i.e., OTT sticks such as an Amazon Fire TV Stick or connected STBs)

Source: Online consumer survey of 4,044 respondents, 2023


## 2 Smart TV ownership will continue to grow

Of the 53% who do not own a Smart TV, 23% said they'd buy a Smart TV within the next year.

Future plans to buy a Smart TV  
(% respondents that don't own a Smart TV)



Within 6 months    6 months - 1 year    More than 1 year    No plans

23%  said they'd buy a Smart TV within the next year



Source: Online consumer survey of 4,044 respondents, 2023

Most Smart TVs are connected via fixed-line broadband, but nearly one-sixth of Smart TV owners connect through a mobile broadband connection or hotspot. Should this trend continue, the Connected TV ecosystem will grow beyond households covered by India's fixed networks.

### A marketer's perspective **LET'S HEAR FROM OUR CLIENTS**



**Vijay Kaul**  
General Manager  
Marketing Strategy  
India Yamaha Motor Pvt LTD



In 2023, India witnessed a remarkable surge in Connected TV (CTV) adoption, with 25-30 million households embracing this transformative trend. The shift in TV viewership, marked by fragmentation, positions CTV as a pivotal platform for advertisers, providing unprecedented targeting capabilities tied to demographics, interests, and behaviors. The continuous rise of Connected TV households, propelled by increased sales of connected devices, the rollout of 5G, and the OTT revolution, is poised to be a long-term trend.

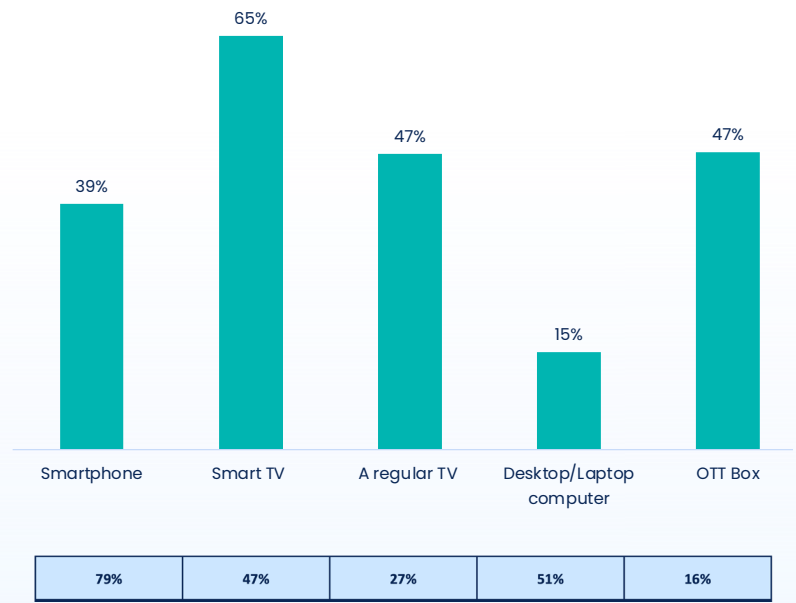
### 3 Connected TV devices – particularly Smart TVs – are the preferred device or TV viewing among those that own them.

From the survey conducted, 47% of households possess a Smart TV, and among these, 65% rely on Smart TVs as their primary device for television viewing. In contrast, only 27% of households own a regular TV, and 47% of them favor using these sets for watching TV content.

Consequently, more than half of survey participants with a regular TV predominantly opt for alternative devices, such as smartphones, desktops or laptops, and OTT boxes, for their TV viewing experience.

Devices with higher levels of engagement are an effective way of reaching consumers. Advertising delivered via Connected TV is much more likely to be seen by consumers than those they engage with less often.

Main device used to watch TV content (% device owners)



Household device ownership

Source: Online consumer survey of 4,044 respondents, 2023



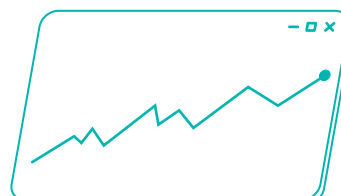
### A marketer’s perspective **LET’S HEAR FROM OUR CLIENTS**



**Shuchita Wadhwa**  
Head of Marketing  
makeO



Working with GroupM Nexus Advanced TV Solution has enabled makeO toothsi to effectively reach our audience at scale more efficiently than ever before to produce some excellent results.



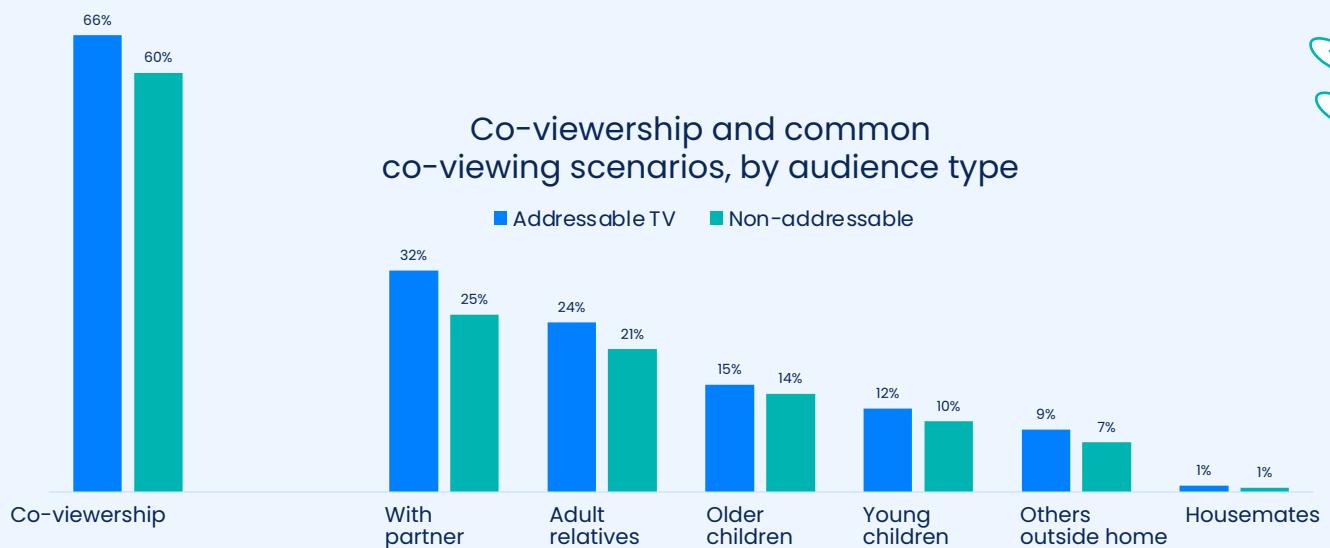
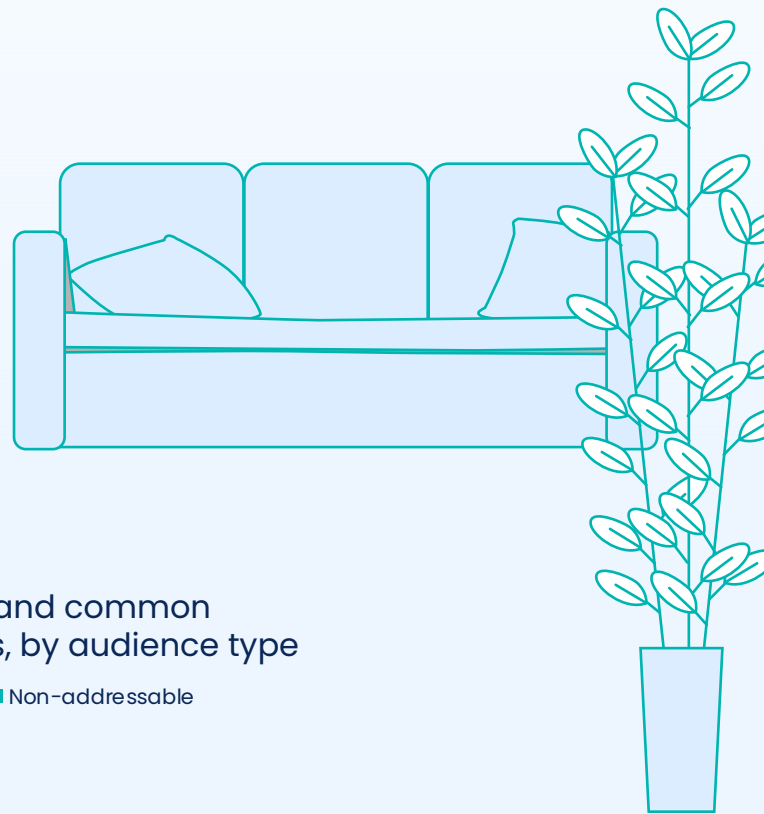
# Co-viewing

Co-viewing occurs anytime someone is watching TV on the same device with another person.



## 1 Co-viewing extends Addressable TV audiences into the living room

Co-viewing among Addressable TV audiences is now comparable to that on non-addressable audiences. Co-viewing in India was reported in 2022 to involve 3-4 individuals. This means that as Connected TV service allows Addressable TV to move from mobile to the living room, it also significantly expands the audience.



Source: Online consumer survey of 4,044 respondents, 2023

## A marketer's perspective **LET'S HEAR FROM OUR CLIENTS**



“CTV is no doubt the fastest growing video medium. It's a great way to reach the cord-cutters and light TV viewers. With increasing penetration of Smart TV, the numbers are only going to increase. It will be interesting to see how this medium can bring in personalisation with the help of audience/universal IDs to bring sharper targeting and measurement to marketers.

**Taranjeet Kaur**  
Vice President - Media, Digital Marketing & Brand PR  
Tata Consumer Private Limited

## 2 Co-viewing preferences

While certain genres such as comedy, crime and thriller are popular when respondents are watching TV alone, below were the top 5 genres identified as most popular when co-viewing.



### Co-viewing scenarios (% genre viewers)

Genre preferences among the Addressable TV audience	Co-viewing scenarios (% genre viewers)		
	Alone	With kids	With other adults
Sport	44%	23%	↑ 55%
Action & Adventure	46%	19%	↑ 56%
News	42%	15%	↑ 59%
Drama	44%	11%	↑ 60%
Children & Family	26%	↑ 46%	↑ 56%

Source: Online consumer survey of 4,044 respondents, 2023

## A marketer's perspective LET'S HEAR FROM OUR CLIENTS



**Rohit Nagpal**  
Marketing Head  
MYK Laticrete

Connected TV has seen unprecedented growth and adoption post COVID especially with cheap data, high speed internet and affordable Smart TV sets.

Our objective at MYK Laticrete as market leader in this category is to increase penetration of Tile Adhesives by driving awareness. With MS Dhoni as our brand ambassador, cricket on CTV is a key part of our marketing strategy. Connected TV comes along with the targeting capabilities of digital on large screen for family viewing. Best of both the worlds, CTV has given us higher visibility for the brand amongst affluent audiences.

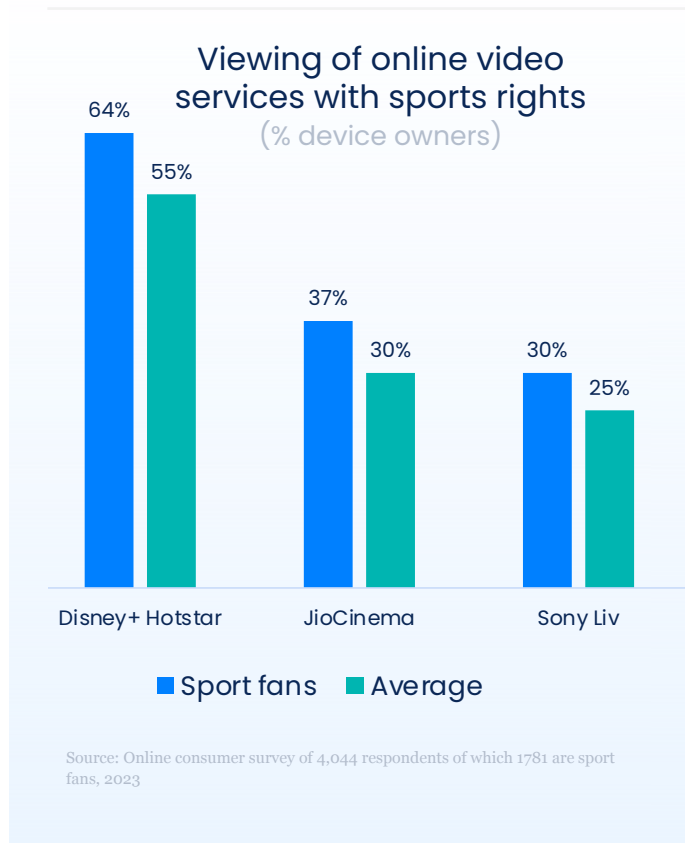
### 3 Sport viewership

Sports fans are more likely than average to have watched Disney+ Hotstar, Sony Liv, and Jio Cinema. All three platforms hold significant sports rights in the market.

JioCinema recently picked up the rights to one of India’s most popular sports leagues, the IPL. The platform has made the league available to those using its ad-funded tier, prompting Disney+ Hotstar to do the same with some of its own rights, notably the ICC.

Popular sporting events may bolster the audience of an OTT service, but making the events available on free or low-cost Addressable TV services significantly expands the audience reach and creates opportunities for advertisers.

Sports fans are a valuable audience group to advertisers, as they are actively engaged with the events they watch and typically have higher incomes. Among our survey, **respondents that enjoyed sports reported 13% higher household income than others.**



### A marketer’s perspective LET’S HEAR FROM OUR CLIENTS



**Mayuri Saikia**  
Director Marketing, India CSB  
(Consumer & Small Business)  
and Retail  
Dell Technologies

“We are delighted with our partnership with GroupM Nexus Advanced TV Solution. In this extremely crowded and competitive digital industry, this has allowed us to effectively reach out to both consumer and small business audiences, with some good results. Through GroupM Nexus’s cutting-edge TV solutions, we are actively attempting to create more precisely targeted audiences on CTV.”

## Section 03

# Understanding the Addressable TV viewer

**ADVERTISERS CAN USE ADDRESSABLE TV SERVICES TO REACH AUDIENCES THAT ARE DIFFICULT TO REACH THROUGH OTHER PLATFORMS.**

## Viewing habits



### 1 Pay TV remains the most common means of TV access

While the overall TV market is in transition, Pay TV remains the most common way for respondents to the Ampere survey to watch TV.

Nearly  
**3/4** 

of respondents say they have watched one or more Pay TV services within the last month

Pay TV is closely followed by Free TV, with **68%**

of respondents using that option within the last month

### A marketer's perspective **LET'S HEAR FROM OUR CLIENTS**



**Varun A R**  
AVP, Marketing  
LivSpace

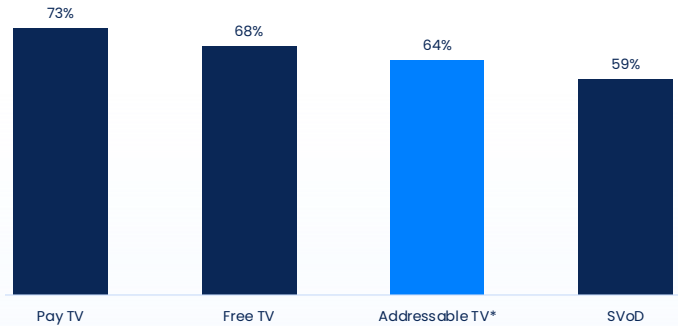
“Connected TV as a medium gives us curated single point access to premium audiences, whom LivSpace targets. GroupM Nexus Advanced TV Solution, therefore is a critical part of our media mix as it also allows us to activate campaigns hyper locally, limiting spillage of viewership, ensuring sharper, superior quality audience targeting. This also ensures better value for money.

## 2 Addressable TV has grown rapidly and its reach is now comparable with Pay TV and Free TV.

64% of respondents reported watching a TV service with addressable capabilities in the past month versus other OTT services.



Viewership by service type within the past month



### Top 3 services

Pay TV Services	Free TV Channels	Addressable TV	SVoD
Tata Play (18%)	Star/ Disney channels (27%)	Disney+ Hotstars - with adverts (40%)	Amazon Prime (44%)
Reliance Jio (12%)	Sony channels (25%)	Jio Cinema (25%)	Netflix (41%)
Bharti Airtel (10%)	Zee channels (19%)	Sony Liv - with adverts (16%)	Disney+ Hotstar - without adverts (15%)

Source: Online consumer survey of 4,044 respondents, 2023

\*Viewership by service type is classified by respondents that reported watching particularly services within the past month. For example, those that watched and Star/ Disney channels are classified as a Free TV viewer and those with Amazon Prime an SVoD viewer. Addressable TV viewers are distinguished from SVoD viewers for AVoD / FAST services or where they reported seeing ads on their OTT service (e.g. for Disney+ Hotstar which has hybrid subscription tiers).

## A marketer’s perspective LET’S HEAR FROM OUR CLIENTS



**Saurabh Jain**  
Regional Marketing Director  
South Asia  
Reckitt Hygiene

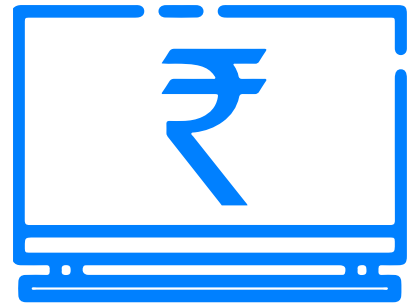


Connected TV adoption has surged, reshaping the media landscape for consumers and advertisers. This trend is poised to further democratise due to macro trends. The rise of SMART TVs, propelled by affordable, high-quality internet, is a key driver. For advertisers, CTV offers a very credible supplementary use case to Linear TV as it offers access to younger, affluent audiences that are hard to reach via Linear TV alone. At the same time given the richness in digital signals it allows for data-driven planning, precise targeting, real-time activation, and advanced measurement for any ad campaigns. Positioned between Linear TV and digital options, CTV holds a unique and valuable role in the evolving media ecosystem.

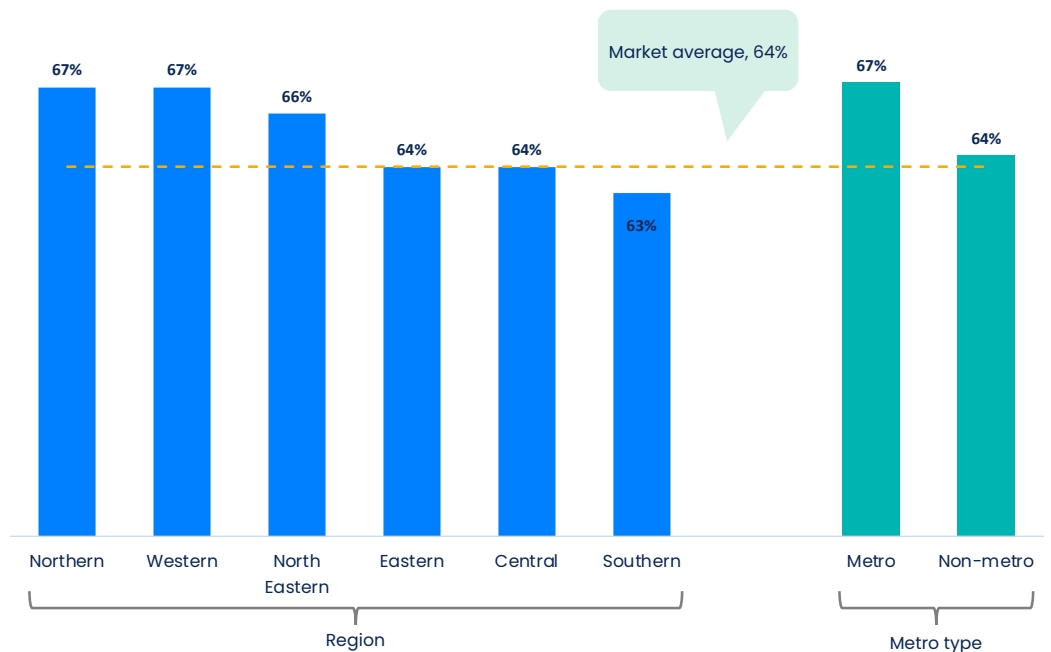


### 3 Market average of viewership of Addressable TV services is 64%

Viewership of Addressable TV remains consistently high across diverse geographies and metropolitan areas, underscoring its effectiveness as a powerful tool for marketers both having nationwide campaigns or those focused on specific regions.



Viewership of Addressable TV by region and metro type



Source: Online consumer survey of 4044 respondents, 2023

### A marketer’s perspective LET’S HEAR FROM OUR CLIENTS

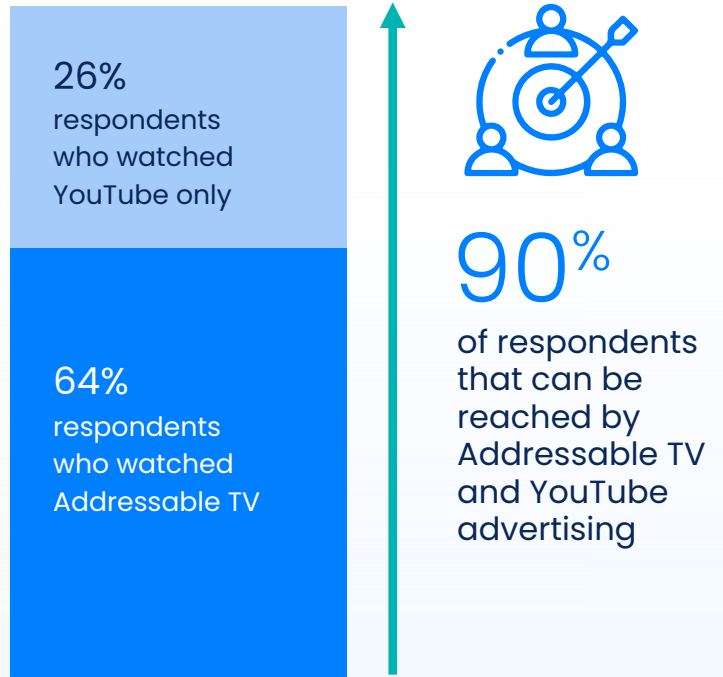
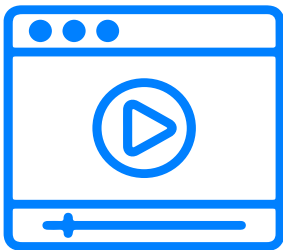


CTV has enabled Airtel to reach the cord-cutters and shavers very effectively. We continue to experiment with different formats and platforms to find the right mix to improve our reach.

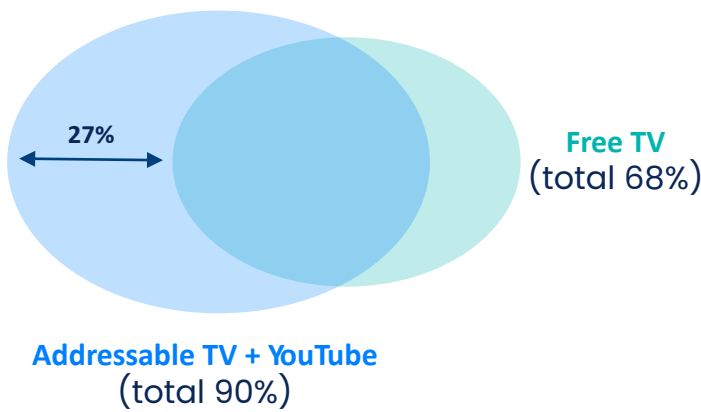
**Archana Aggarwal**  
VP of Media  
Airtel

## 4 Driving incremental reach with Addressable TV and YouTube Advertising

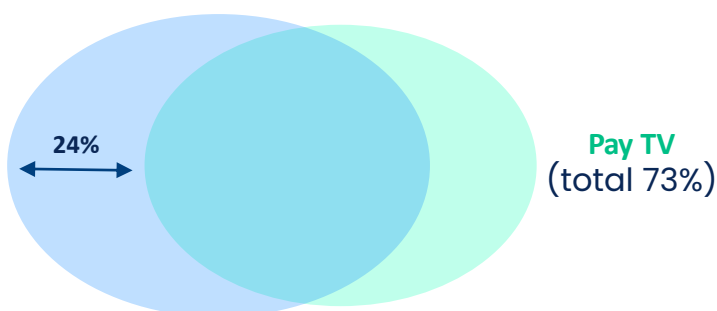
When combined with YouTube advertising, up to 90% of respondents may be reached and targeted via Addressable TV including any overlap (ie., streaming OTT & FAST channels on TV using internet).



Addressable TV and YouTube combined add valuable reach for marketers



**27%** of respondents that can't be reached via Free TV services can be reached through Addressable TV with Youtube



**24%** of respondents may be reached and targeted via Addressable TV with Youtube that don't watch Pay TV services

Source: Online consumer survey of 4044 respondents, 2023

**5 11% of respondents are cord-cutters and no longer use any Pay TV or Free TV services**

This rate of cord-cutting may present a problem for advertisers, as consumers become unreachable by traditional advertising channels. This group are also more likely to invest in ad-free SVoD services than those still taking Pay TV. However, 54% of cord-cutters continue to watch Addressable TV services, providing advertisers with access to this increasingly hard to reach cohort.

**66%**

of current Pay TV customers watch Addressable TV

**54%**

of cord-cutters watch services that provide addressable advertising

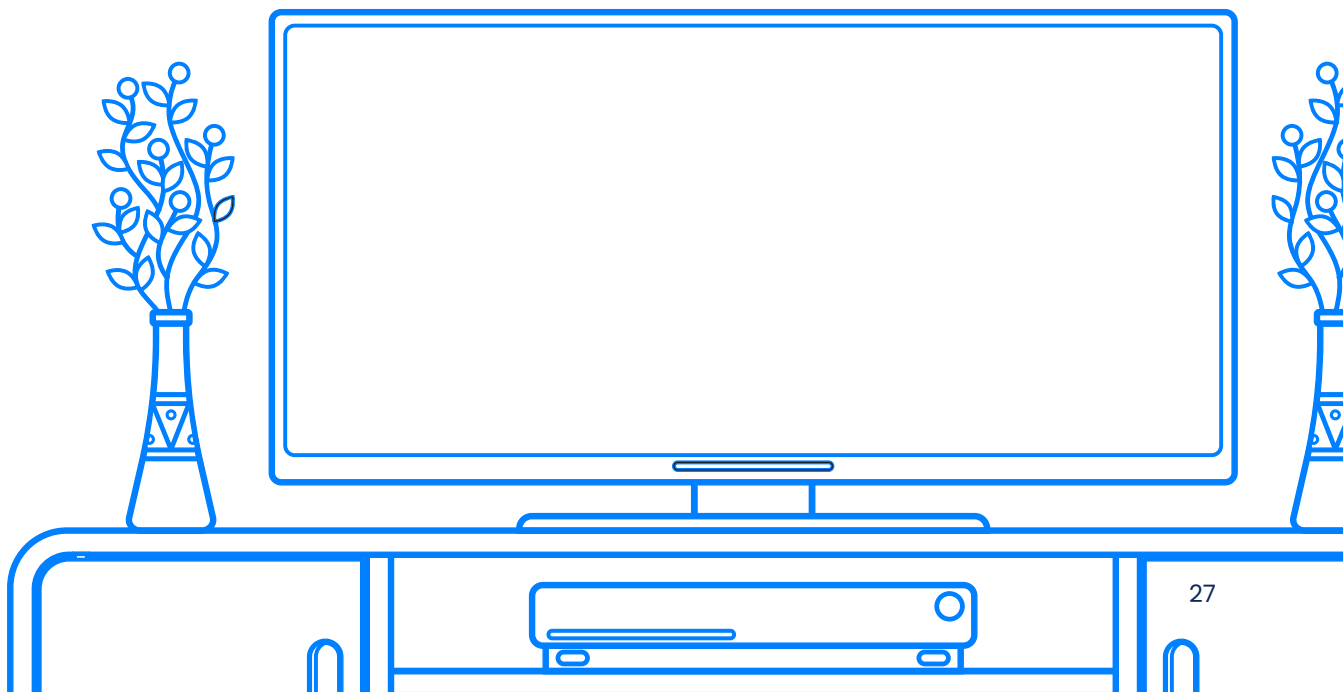


**A marketer's perspective  
LET'S HEAR FROM OUR CLIENTS**



Connected TV is becoming an important part of our mix as it gives an ability to reach the cord-cutters & Nevers in specific locations who are difficult to reach through traditional media.

**Sriram Padmanabhan**  
Marketing Director  
Danone





# Addressable TV audience profile

## 1

### Addressable TV audiences have higher household incomes

The reported **household incomes of Addressable TV audiences are 1.09x that of households that watch Free TV services**. Addressable audiences are also more active spenders for shopping and leisure items.

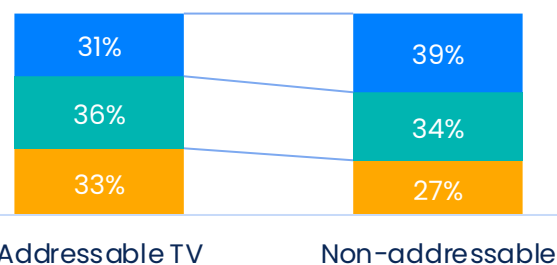


## 2

### Addressable TV audiences are more likely to shop online than non-addressable viewers

Shopping behaviour, by audience segment

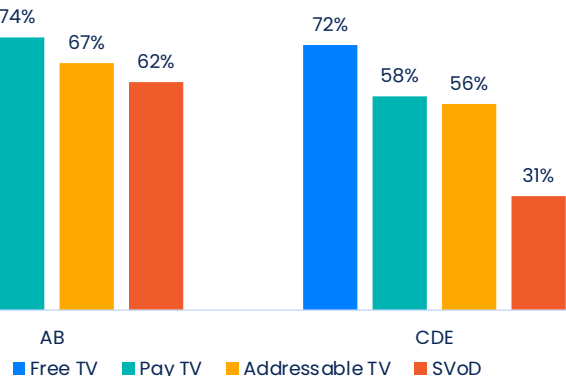
■ Mostly online ■ About even ■ Mostly in stores



## 3

### Addressable TV sees higher viewership among A&B social grades

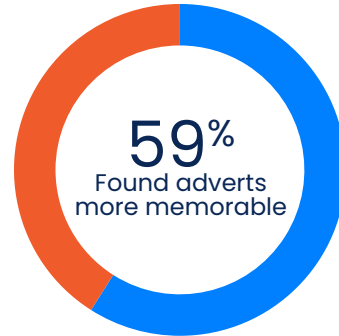
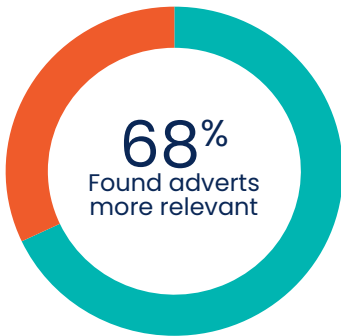
Viewership of various TV series types, by NCCS social grade



Source: Online consumer survey of 4044 respondents, 2023

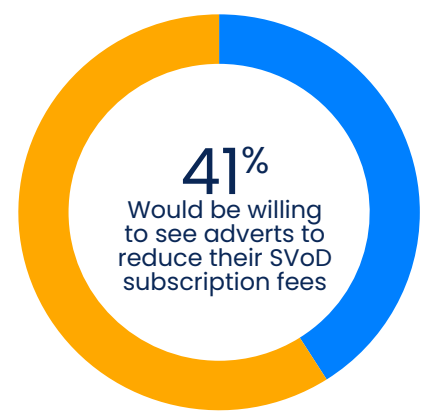
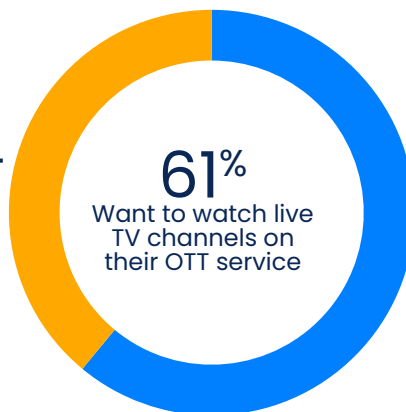
**4** Addressable audiences find addressable advertising more appealing, relevant, and memorable

% of respondents who think statement applies more to OTT and Addressable TV services than Linear TV



**5** Addressable audiences are interested in FAST and hybrid ad-supported offering - opening opportunities for Addressable TV

Agreement with OTT service statements



Source: Online consumer survey of 4044 respondents, 2023

A marketer's perspective  
**LET'S HEAR FROM OUR CLIENTS**



The pace at which Connected TV is growing is making sure it is a medium that cannot be ignored. Since TV is one of our key medium of advertising, we need to be present on CTV to reach out to the audiences who have moved out of Linear TV. CTV has helped us boost reach in relevant metros for Britannia.

**Riya Joseph**  
Head of Media & Digital Marketing  
Britannia Industries Limited

# 10 Key takeaways



**01** India is already the second largest TV market globally



**03** Households with Smart TVs or streaming devices are growing rapidly, expanding the reach of Addressable TV

**02** Addressable TV services are the key beneficiaries of changing connectivity and viewing habits

India has already grown to be the world's third largest SVoD market.

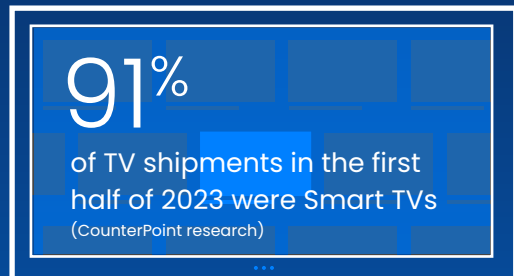
**167Mn**  subscribers

OR

**88.3Mn** 

households, but as much as 90% of OTT monthly active users are on the free ad-funded tiers.

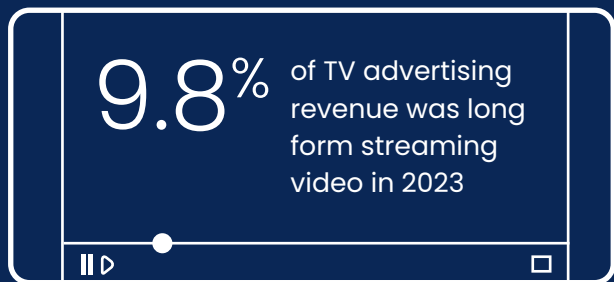
(Ampere Analysis)



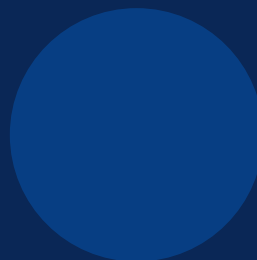
**117%** 

growth in delivery of paid media to Connected TV devices from 2022-2023

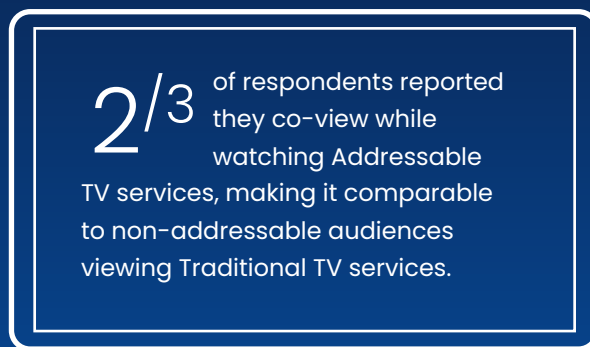
## 04 Addressable advertising via Connected TVs is becoming key to the Indian marketing mix



This is expected to surpass 16% by 2026

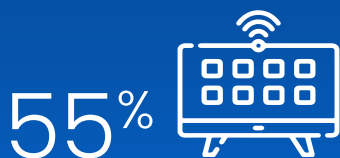


## 06 Advertisers can reach larger audiences by understanding how families and friends co-view Addressable TV



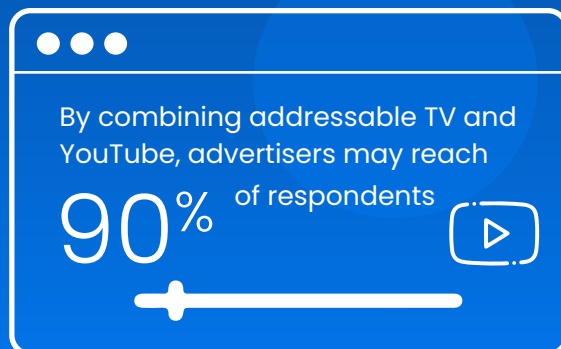
## 05 Connected TV opens new opportunities to reach and target the Addressable TV audience

Smart TVs have rapidly become the default large-screen device.

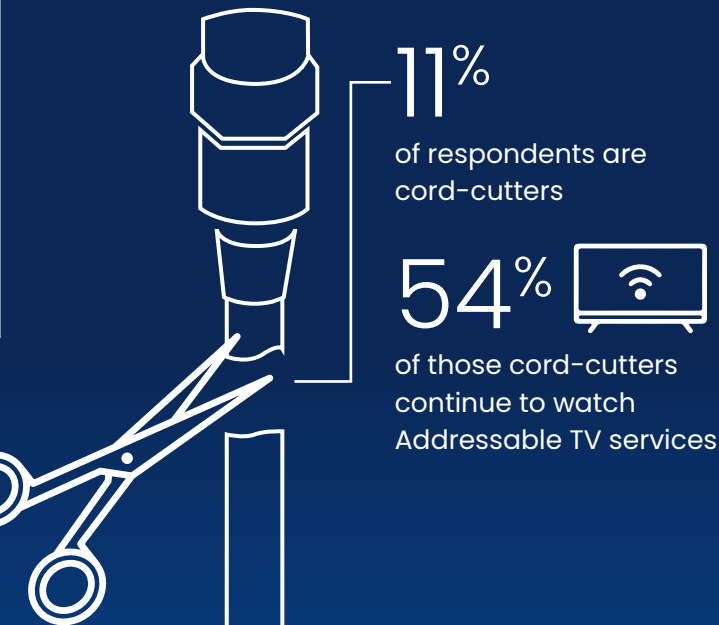


of respondents own a Connected TV

## 07 Advertisers may reach two-thirds of respondents via Addressable TV services



08 Half of cord-cutters continue to use Addressable TV, making them reachable



10 Advertising on OTT services works with respondents finding it more appealing, relevant and memorable on average



09 Addressable TV households are valuable audiences for advertisers with reported higher social grades and income brackets on average

Among respondents in the NCCS A&B grades, 67% recently watched Addressable TV.

Respondents watching Addressable TV reported average household incomes





# Contributors



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GroupM



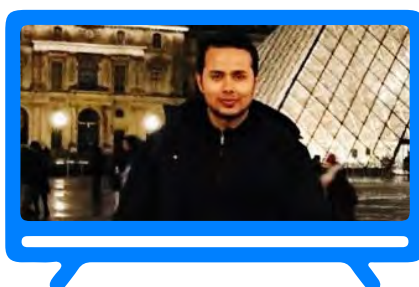
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## ABOUT GROUPM NEXUS

GroupM Nexus is the industry's largest community of performance marketing experts designed to drive performance and innovation at scale for GroupM's agencies and clients. With the most platform accreditations in the industry combined with proprietary technology, media, and solutions, culture of continuous innovation and scaled partnerships, GroupM Nexus consistently sets new benchmarks for effectiveness and efficiency across all forms of media to drive growth for the world's leading advertisers. Discover more at [groupm.com/groupmnexus](https://groupm.com/groupmnexus).

## GROUPM NEXUS ADVANCED TV

Your single access point to the entire TV ecosystem

GroupM Nexus Advanced TV solution offers a single point of access to the entire Addressable TV ecosystem. Enabling advertisers to deliver messaging to custom audiences across TV formats, combining the data-driven precision of digital with the scale and brand safety of television.

### Data and Intelligence

An advanced audience approach to maximize media effectiveness and mitigate inflation impact, such as hyper-local targeting

### Flexibility

Leverage proprietary technology for best-in-class, agile planning and quick turn arounds as well as optimizing towards audiences in campaign

### Unify the TV landscape

The only end-to-end Addressable TV planning platform globally. Intelligently and efficiently scale audiences across brand-safe, broadcast-quality content and manage and report on their TV exposure holistically

### Expertise

A team of TV specialists equipped with industry-leading technology, enabling turnkey, educated activations at no resource fee to clients

## ABOUT AMPERE ANALYSIS

Ampere is a market-leading data and analytics firm specialising in the media, games and sports sectors. Our research meshes in-depth financial and KPI analysis of company performance, detailed consumer profiling and polling, and title-by-title coverage of licensing and commissioning, to provide clients with a detailed, comprehensive and accurate view of the global entertainment market.



GroupM is WPP's media investment group and the world's leading media investment company with a mission to shape the next era of media where advertising works better for people. The company is responsible for more than \$60 billion in annual media investment, as measured by the independent research bureau COMvergence. Through its global agencies Mindshare, Wavemaker, EssenceMediacom, and mSix&Partners, and cross-channel performance (GroupM Nexus), data (Choreograph), entertainment (GroupM Motion Entertainment) and investment solutions, GroupM leverages a unique combination of global scale, expertise, and innovation to generate sustained value for clients wherever they do business. Discover more at [www.groupm.com](http://www.groupm.com).

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