

# Why Streaming TV Is a Must-Buy

Ads in Premium Streaming Content  
Are More Memorable, Build Trust,  
and Increase Purchase Intent

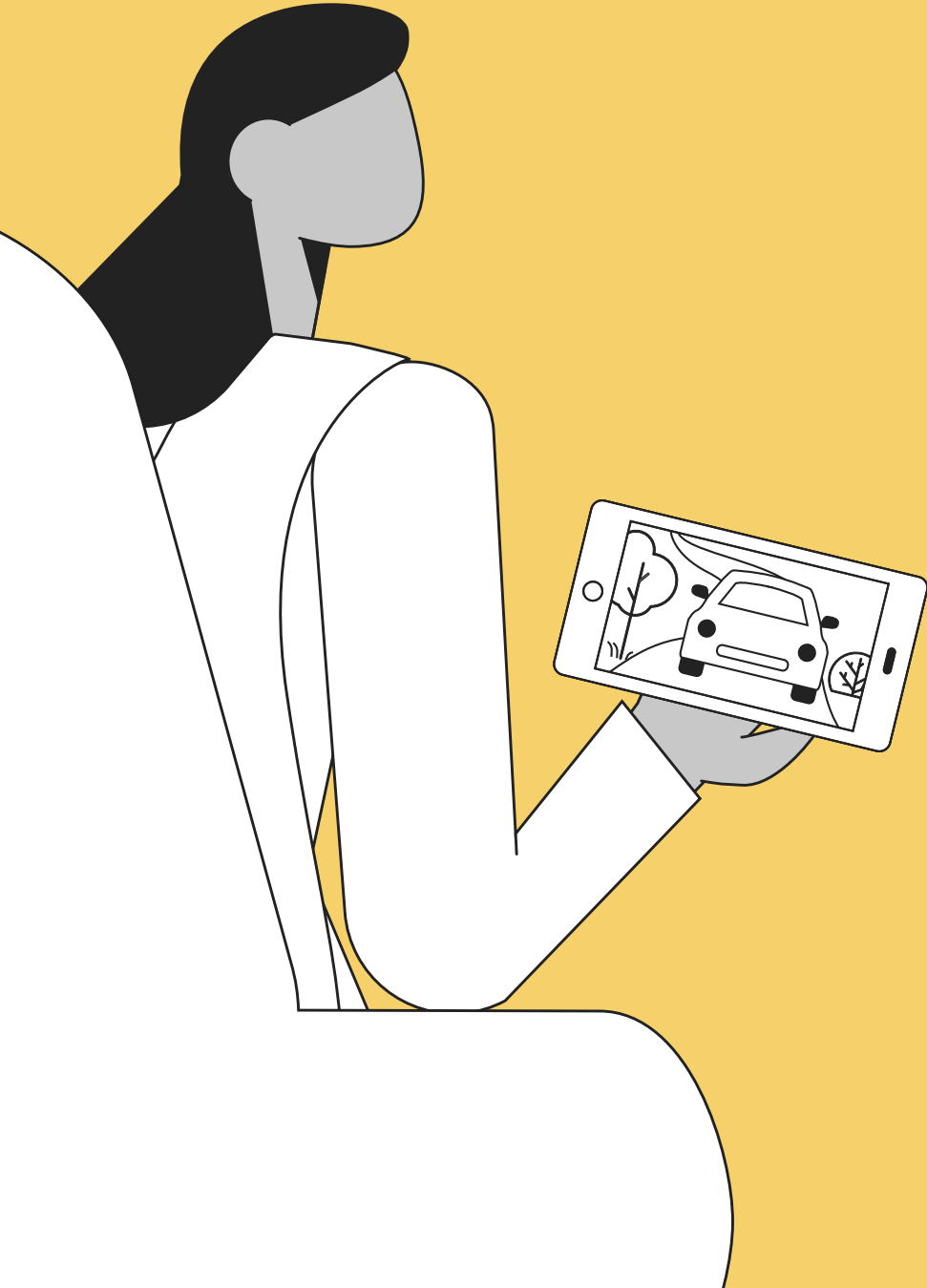
A Magnite Proprietary Research Study, 2024–2025

Magnite



Spotlight: India





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# Introduction

Streaming TV has continued to gain momentum in India. There are now 547 million viewers choosing to watch TV content through streaming services (of which 405 million watch ads). This highly scaled, highly engaged audience provides advertisers with an opportunity that should not be overlooked.

Magnite plays a pivotal role at the intersection of advertising and the consumer experience. As such, we are uniquely positioned to provide market insights like those included in this report, **“Why Streaming TV Is a Must-Buy”**, which focuses on how content quality affects ad performance, including recall, trust, and purchase intent.

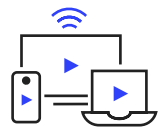
“Our latest research shows that Streaming TV has matured into a primary channel for advertisers in India, offering a premium environment that delivers outcomes unmatched by other digital video platforms.”



**GAVIN BUXTON**  
MANAGING DIRECTOR, ASIA, MAGNITE

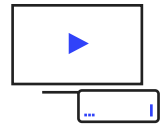


# Definitions



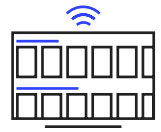
## Streaming TV

All television content streamed via the internet regardless of the device it is watched on (also known as OTT).



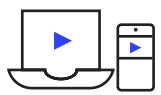
## Connected TV (CTV)

Any television that can connect to the internet to stream video content, including TVs connected to a streaming device (stick/box/console) or Smart TV.



## Smart TV

Smart TVs are connected TVs that have streaming capabilities built into the hardware. They can connect to the internet out of the box and usually come with pre-installed Streaming TV apps.



## Video-Sharing Platforms (VSP)

Apps that enable users to share videos with other users (e.g. YouTube, Dailymotion).

# Methodology

## Magnite | MEDIASCIENCE

Magnite partnered with MediaScience, a global leader in media research and measurement. The study consisted of audience testing in a simulated viewing experience, where participants added Streaming TV and Video-Sharing Platform (VSP) apps to their personal devices.



Behavioral tracking



Post Exposure Survey

Each participant watched content (TV shows and videos) and was exposed to ads appearing in naturally occurring ad breaks or as pre-roll. The panel was immediately surveyed after the viewing session to capture attitudinal responses. This two-factor research design provides a multidimensional view of Streaming TV and VSP viewers and points to differences between post-exposure behaviors and their effects on advertiser outcomes.

### Two-Factor Research Design

#### Simulated Viewing Experience

- Measured behaviors
- Deterministic
- Quantifiable and statistically relevant

#### Panel-Based Survey

- Declared behaviors
- Qualitative, verifies observed actions

The study was conducted in 5 major global markets, including India, the US, UK, Brazil, and Japan. For India, we conducted the study on mobile devices using a popular Streaming TV service and a leading Video-Sharing Platform. Panel size = 110



## KEY FINDINGS

# Ads in Streaming TV are more memorable, build trust, and increase purchase intent.



1

### **Streaming TV delivers stronger ad recall than Video-Sharing Platforms.**

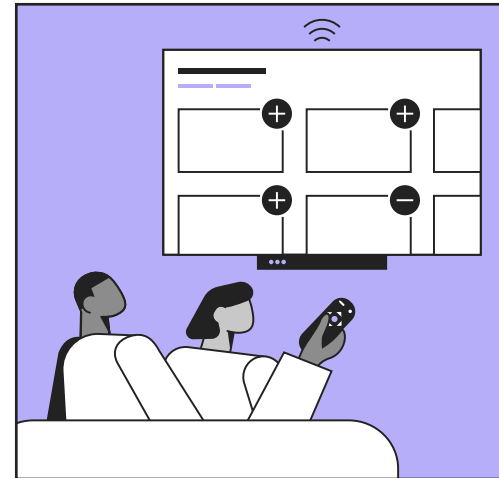
Unaided ad recall is 11% higher on Streaming TV.



2

### **Content quality affects recall.**

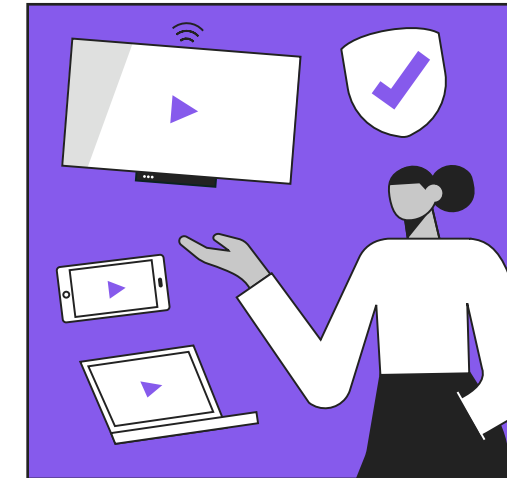
Streaming TV's high-quality content is a primary reason for extended viewing sessions—creating a highly involved audience that is open to receiving ads.



3

### **Smart TV adoption is accelerating Streaming TV growth.**

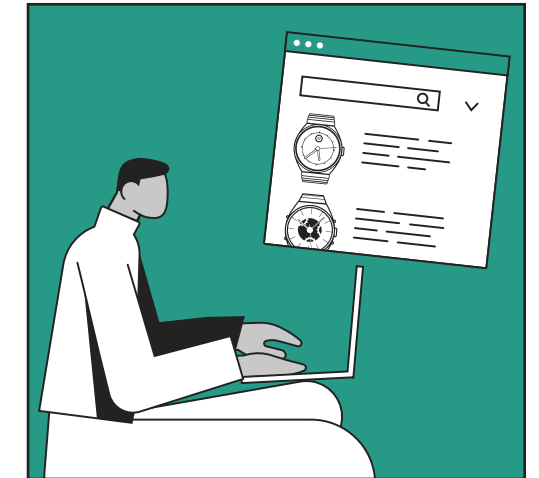
Smart TVs have become increasingly popular as home internet penetration has increased across India.



4

### **Premium environments inspire trust.**

Ads shown on Streaming TV are considered trusted and credible—raising the likelihood of future purchases.



5

### **Recall is a pathway to purchase.**

Streaming TV's stronger recall translates into purchase behavior.

Source: Magnite Research 2024–2025



# Streaming TV is highly scaled and will continue to grow.



## AUDIENCE

### Streaming TV

- 547.3 million viewers
- 13.8% year-on-year growth

### Ad-supported

- 74% watch ad-supported content
- 29% of the population



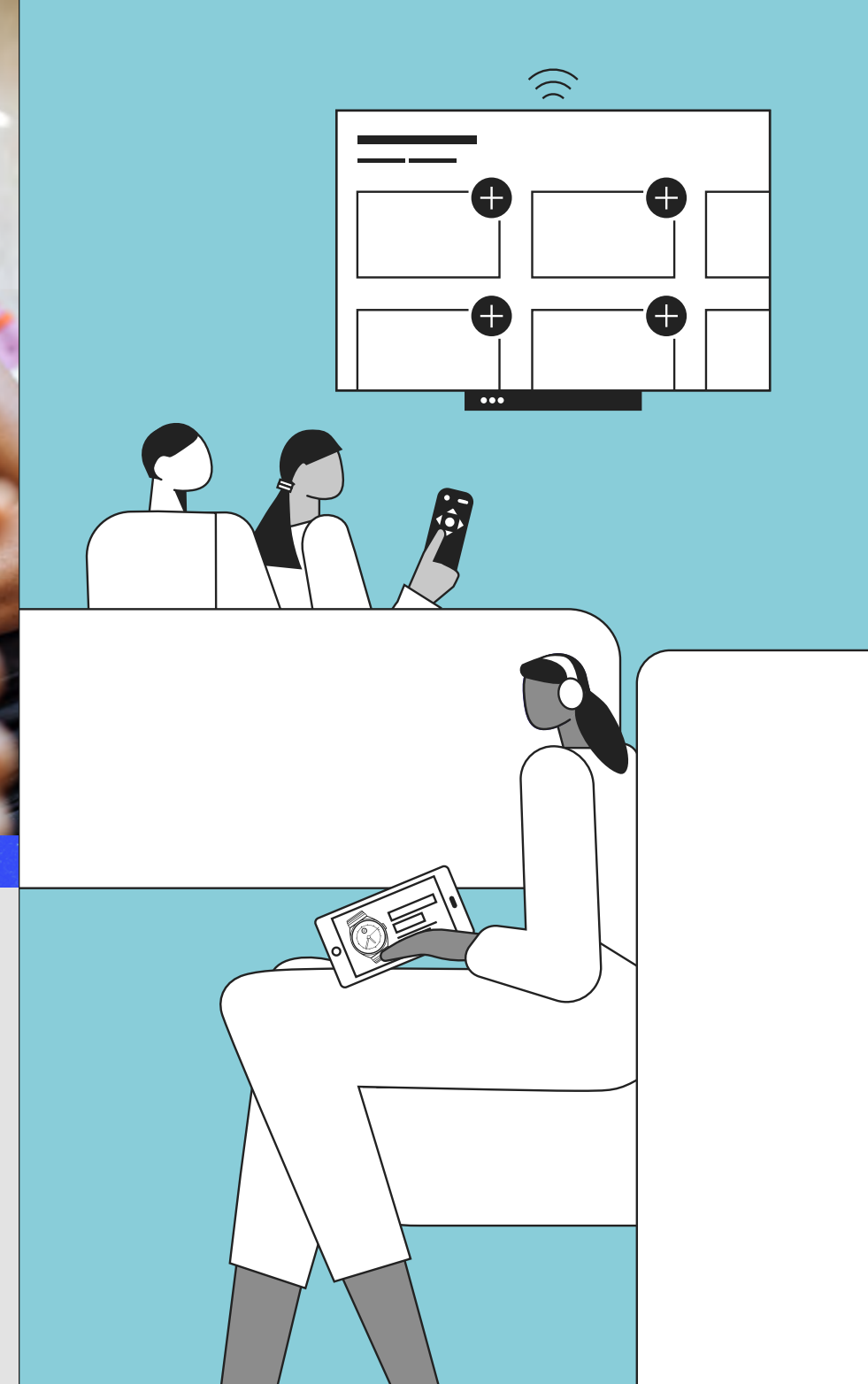
## ENGAGEMENT

### Viewing time

- 83% watch daily
- 1:33 hours (daily, across all devices)
- > 3 hours (daily, Smart TV users)

**405** million  
Watch ads

Sources: EMarketer, Statista, Magnite



Smartphones are the most popular way to watch Streaming TV, but Smart TV adoption is fueling the growth of Connected TV in India.

- CTV/Smart TV owners spend nearly twice as much time watching Streaming TV as compared to those on other devices
- 22% of the Streaming TV with ads audience watches CTV

# Recall is a pathway to purchase.



Building memory structures through ad exposures improves brand outcomes. There are three measures of recall, each tied to a cognitive function that the brain performs when exposed to ads.



## Encoding

When the brain takes in information from the ad and encodes it so that it can be processed and retrieved.

MEASURED BY  
Brand Recognition



## Storage

Occurs after information has been encoded by the brain and memory structures are created.

MEASURED BY  
Aided Recall



## Retrieval

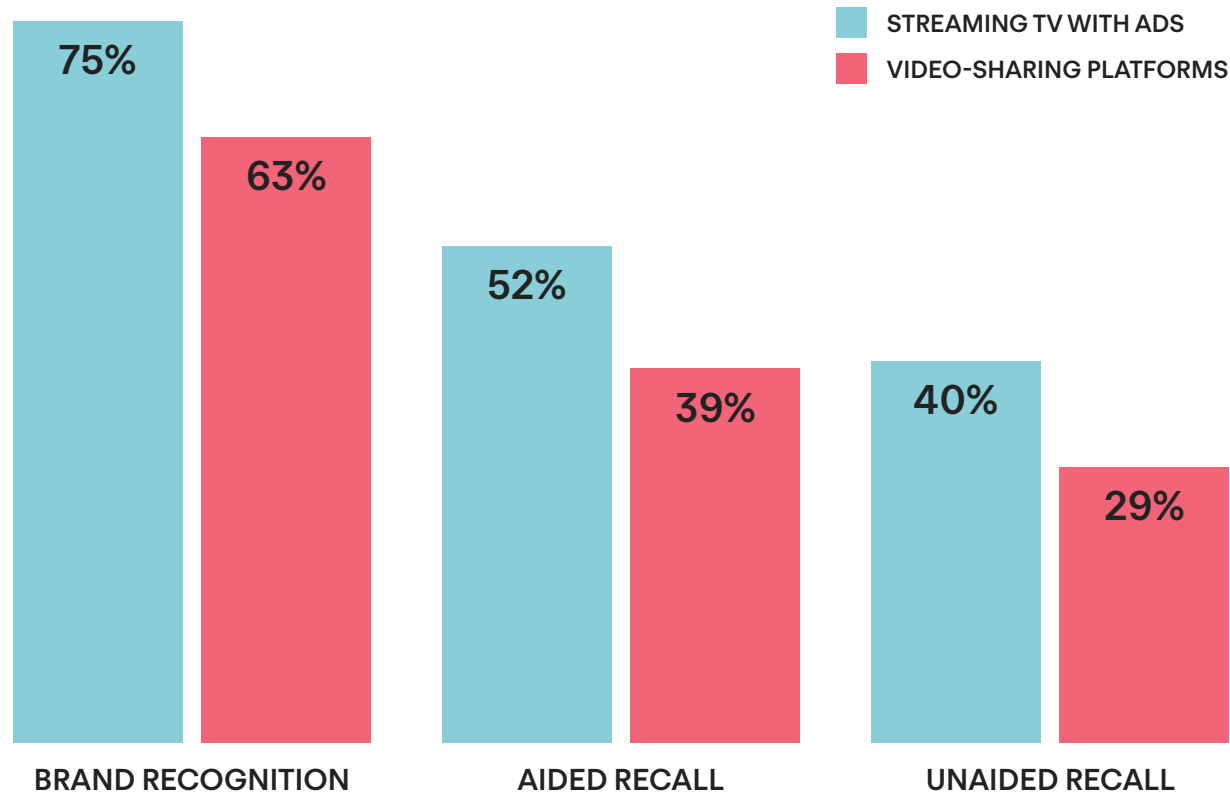
The final stage is when a person is able to freely retrieve information that has been encoded and stored into memory.

MEASURED BY  
Unaided Recall



# Streaming TV delivers stronger ad recall than Video-Sharing Platforms.


## Ad Memorability




Base: 2 ad exposures; Source: Magnite Research 2024–2025

Across all three measures, ads shown on Streaming TV proved to be more memorable.

Streaming TV's premium content generates better recall for advertisers than ads shown within content on Video-Sharing Platforms.

 Ads shown on Streaming TV perform better than ads shown on Video-Sharing Platforms when the audience sees the ad **more than once**.

 2+ ads on Streaming TV generated **11% higher unaided recall**.

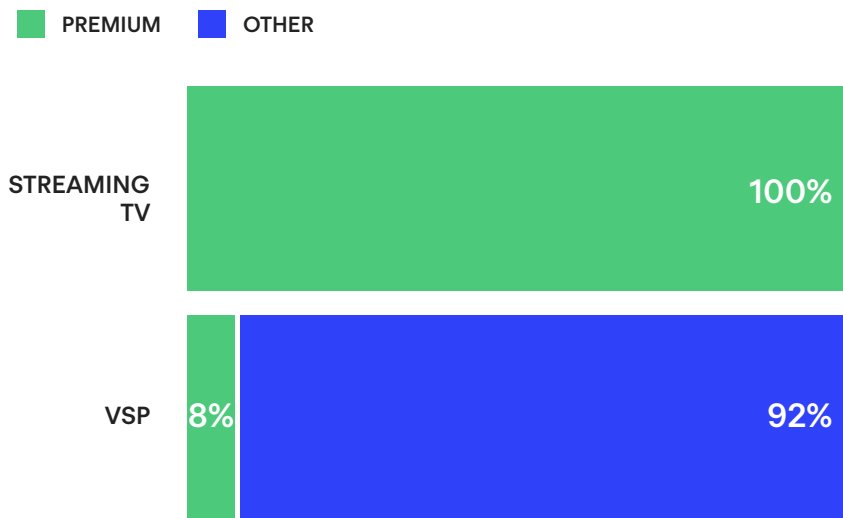


# Content quality affects recall.

## How content differs on Streaming TV and Video-Sharing Platforms

The results indicate a relationship between content quality and ad recall. Streaming TV is a premium environment, whereas Video-Sharing Platforms are developed for anyone to share video. Our research found that **92%** of VSP viewers spend the majority of their time watching non-premium content.

% of viewers who watch premium only



Q: Thinking about how you define user-generated content, please tell us the content you typically watch on Video-Sharing Platforms.

### Premium Content

High-quality, long-form programming produced by a TV or Movie studio or production company. It is regulated, brand-safe, and distributed for viewing on streaming platforms.

- Examples include:
- TV shows
  - Movies
  - Live Sports
  - News

### User Generated Content (UGC)

Created by individuals or small independent teams to be shared on Video-Sharing Platforms and social media. The videos are typically short-form and of varying degrees of quality.

- Examples include:
- Product Reviews
  - Gaming Tips
  - How-to Videos
  - Pranks and Fails





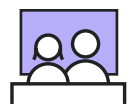
# 3

## Smart TV adoption is accelerating Streaming TV growth.

Home internet adoption and new Smart TV sales will drive growth of CTV audiences.

Smart TV growth matches home internet growth and is expected to accelerate. By 2029, nearly **100 million households** will own a Smart TV, most opting to watch ad-supported streaming services.

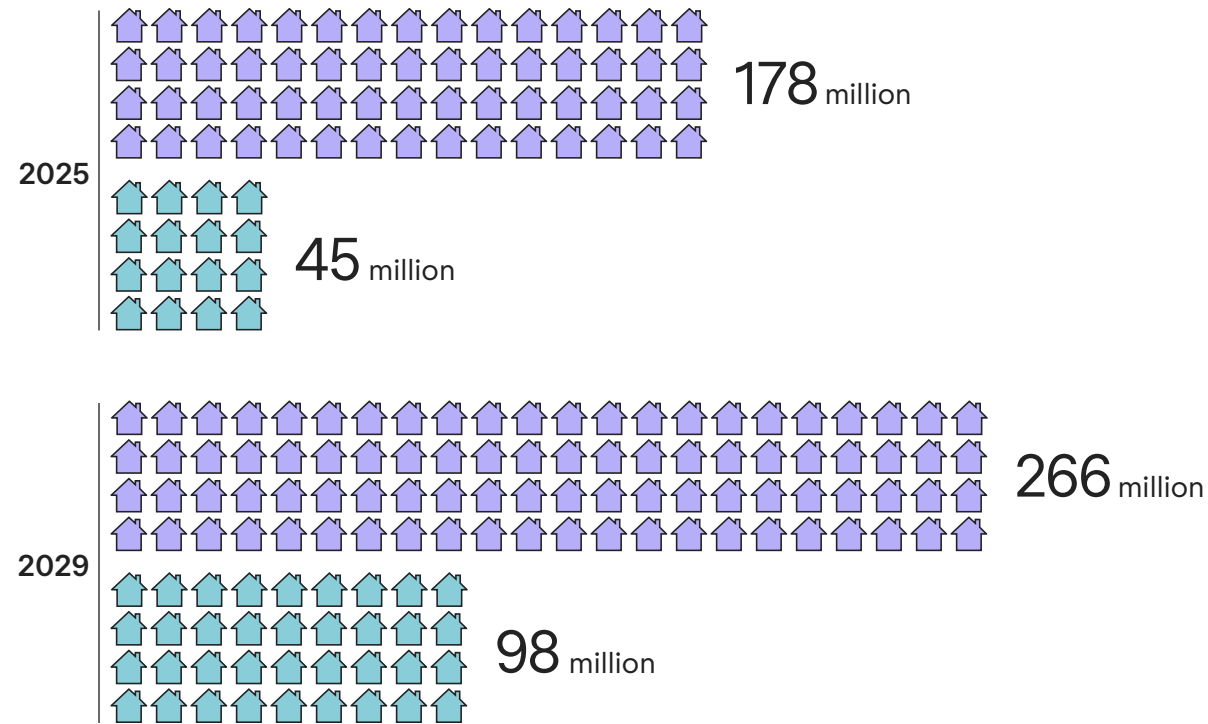
- Smart TVs represent 90% of new TV sales
- 74% watch Streaming TV with ads
- India co-viewing rate = 3.46
- Total CTV audience = **87 million viewers** (including co-viewing)



Audience and time spent viewing will continue to increase

### India Households

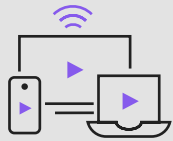
INTERNET SMART TV



Sources: Statista; BARC India; Magnite

# 4 Premium environments inspire trust.

Streaming TV is a trusted environment. Brands benefit from appearing on Streaming TV through elevated trust and credibility.



Consumers trust ads they see on Streaming TV services.

86%

Agree that seeing ads on Streaming TV gives brands more credibility

88%

Say they trust the brands they see on Streaming TV

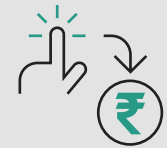
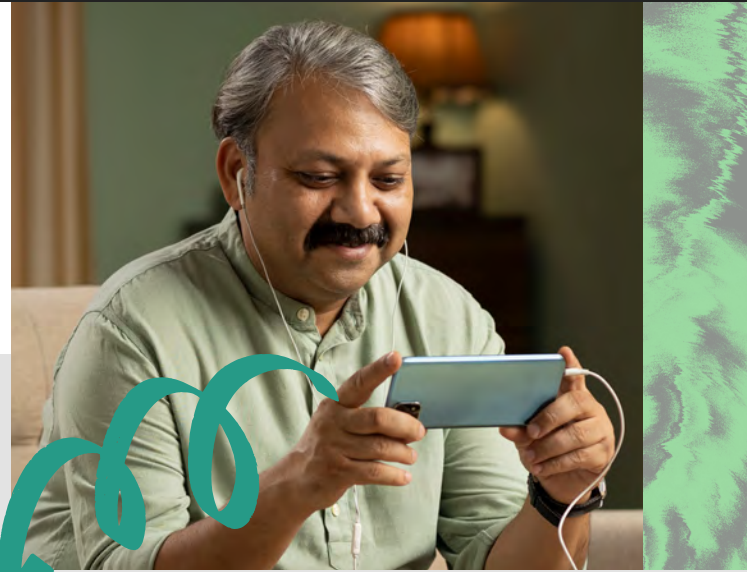
Source: Magnite





# Strong recall translates into purchase behavior.

Streaming TV viewers pay attention to ads, find the ads they see relevant, and often discover new brands or products.



Likely conversions after seeing an ad:

86%

Pay attention to ads

58%

Discover new brands

66%

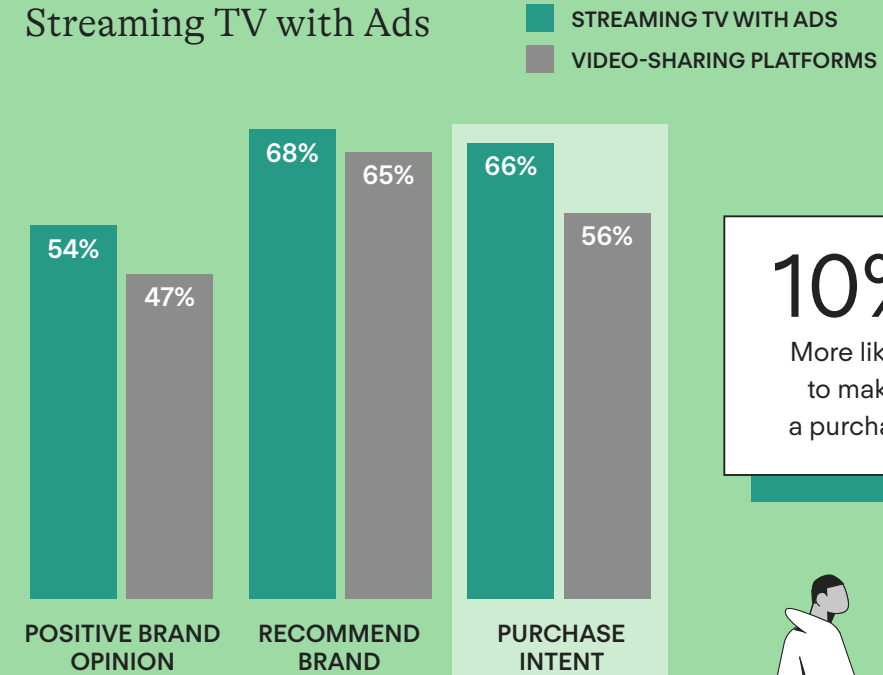
Say they would be likely to make a purchase after seeing an ad for something they are interested in

32%

Say they often make a purchase

Source: Magnite

## Streaming TV with Ads



Base: 2 ad exposures; Source: Magnite

10%  
More likely to make a purchase



Streaming TV viewers are likely to form positive brand opinions and recommend a brand they saw an ad for.

Most importantly, they often make a purchase.



# Summary

In India, Streaming TV is an effective way to reach and connect with consumers. Streaming TV's premium content provides a higher ad recall than ads on Video-Sharing platforms. Streaming TV's higher recall rates and trusted environment translate into purchase behavior, delivering strong outcomes for advertisers.




There are 405 million Streaming TV viewers watching content with ads. Magnite can help you reach them.

**Streaming TV is a must-buy media.** Ask how we can help add Streaming TV to your next plan.

Ask your Magnite account representative for more information or email [india-team@magnite.com](mailto:india-team@magnite.com)



## Ads in Premium Streaming Content Are...

-  More memorable
-  Build trust
-  Increase purchase intent

