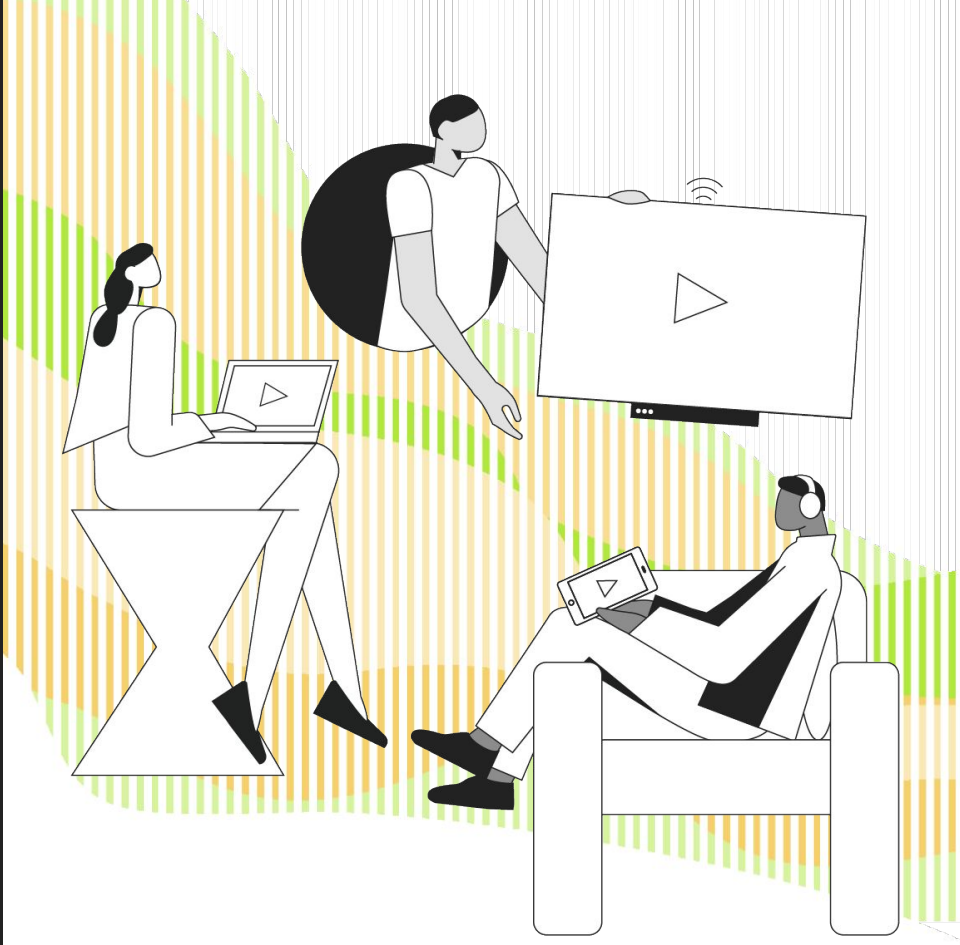


Streams & Screens: India

Unlocking Viewing Behaviour
and Ad Engagement

A Magnite Proprietary Research Study, 2026

Magnite



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Objectives & Methodology

In 2026, Magnite surveyed **over 800 respondents** in India who watch video content via streaming services.

This research uncovers how people in India are **engaging with ad-supported streaming**—going beyond device access and connectivity to reveal when, where, and how they are watching, while offering a deeper, more **human lens on what drives viewing and purchase decisions**.



This study was conducted in partnership with [Bounce Insights](#), a global research technology firm. Their advanced survey platform ensures high-quality, reliable data from engaged, representative audiences.

Sample



N = 878
Age 18+
Watch ad-supported streaming

Streamer Demographic Breakdown:



Age	18–24	22%
	25–34	26%
	35–44	22%
	45–54	15%
	55+	15%



Gender	Male	52%
	Female	48%



Region	North	28%
	East	21%
	Northeast	4%
	Central	8%
	West	16%
	South	24%

Survey Respondents Reflect India's High-Value, Highly-Connected, Urban Streaming Audience

To provide the most relevant view of India's streaming landscape for advertisers, Magnite focused recruitment on urban, digitally-connected adults with access to ad-supported streaming.

As a result, findings reflect the behaviours and attitudes of active urban streamers, rather than national averages for India's broader internet population

Responses were collected in March–April 2026.



75%

From urban metropolitan areas



64%

From high-income households



72%

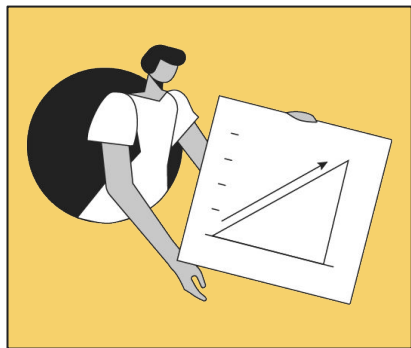
Full-time working professionals



2+

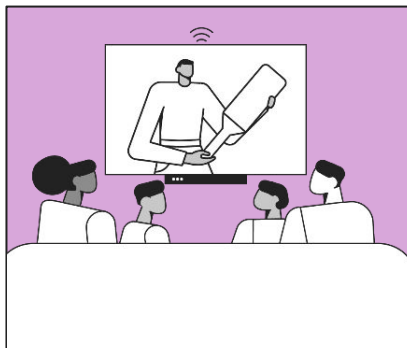
Average connected devices per respondent

Key Takeaways



Streaming is now mainstream in India

- 82% report streaming more this year than last
- 71% plan to sign up for a new streaming service
- 63% of those not using an ad-supported service plan to subscribe to one this year



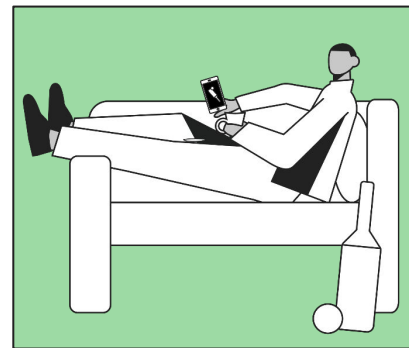
CTV turns shared screens into shared impact

- 86% of those streaming on CTV are always/often watching with others
- Ads shown on CTV during co-viewing sessions are more likely to be discussed and remembered



Mobile reach expands with the rise of vertical video

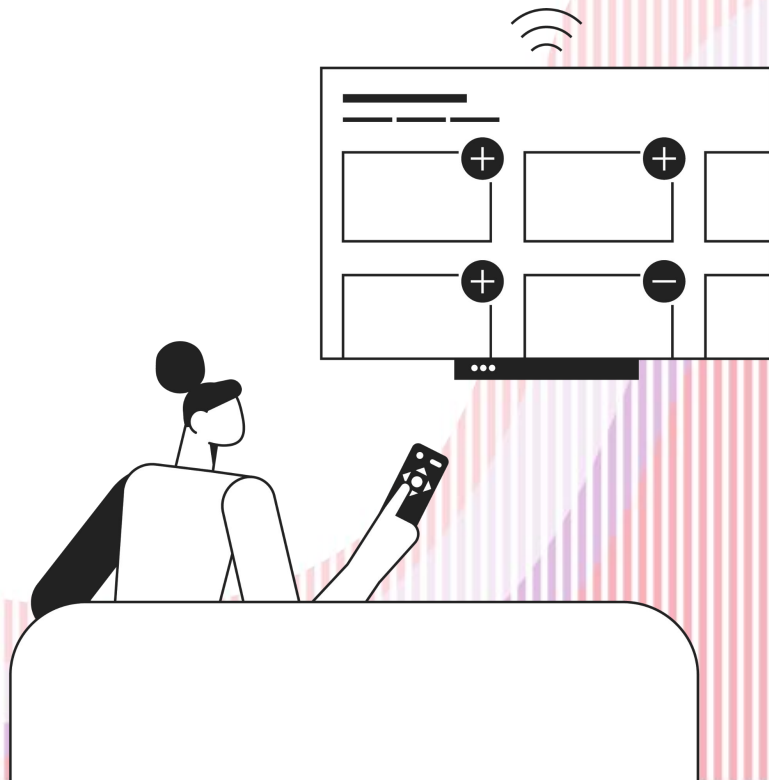
- 93% of streamers are regularly watching addressable short-form video (e.g. scripted series, news clips etc.)
- 31% have made a purchase from an ad within a vertical video



Cricket Creates Cross-Screen, Shared-Viewing Moments

- 75% of streamers watch cricket regularly
- 85% are more likely to co-view cricket than on-demand streaming
- Cricket viewers regularly use both mobile and CTV

Streaming Landscape



Streaming Viewership Is Rapidly Expanding in India



Approximately **416 million** people in India are streaming ad-supported video*

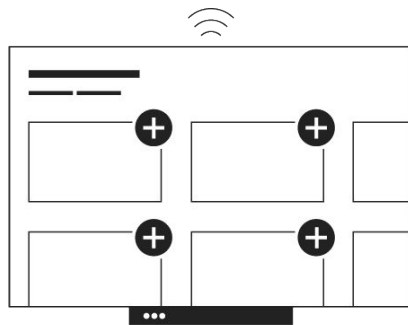


82% report streaming more this year compared to last year



78% are open to trying new services

→ **71%** plan to sign up for a new one in the next year



Streamers use
6
different services
on average



Open to
8.3 minutes
of advertising
per hour
of streaming

*Source: Census Bureau, Statista

Addressable, Ad-Supported Content Comprises the Majority of the Streaming Landscape in India

Where Streamers Are Watching:

89%



YouTube

99%



Addressable
Streaming*

(*Total Unduplicated Video Reach)



74%

Of streamers
watch content
via ad-supported
services



63%

Of streamers not
currently using an
ad-supported tier,
plan to subscribe to
one in the next year**

**Asked of screened respondents
who do not currently watch
ad-supported streaming



79%

Say they will likely
stream more next year
compared to this year



94%

of people with internet access are active on
the open web (streaming, gaming, listening to
podcasts/music) outside of walled gardens

Most Viewers Stream Via Mobile with CTV Commanding Attention During Prime Time



90%

use Mobile for streaming



86%

of Mobile users stream at least 1x/day



96%

of Mobile users are satisfied with streaming experience



78%

use CTV for streaming



84%

of CTV users stream at least 1x/day

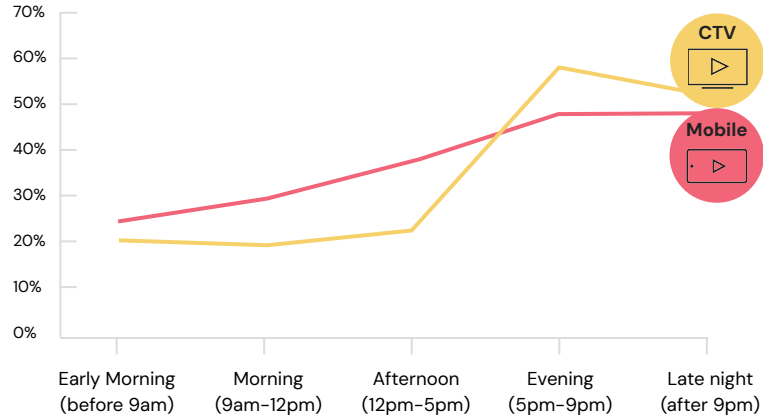


95%

of CTV users are satisfied with streaming experience



Streamers are
"always on" with
Mobile viewing
common
throughout the
day and CTV
peaking during
primetime



Indian Streamer Profile

Top Spending Interests

	Entertainment (e.g. TV shows)	77%
	Health and Fitness	76%
	Food and Cooking	75%
	Travel and Tourism	74%
	Technology and Gadgets	71%
	Fashion	69%
	Beauty and Skincare	62%
	Cricket	57%
	Personal Finance	55%
	Automotive	49%
	Home Interior and Design	47%
	Gaming	45%

Top Holidays for Spending (select up to three)

	Navratri / Dussehra / Deepavali	68%
	Christmas / New Year	45%
	Holi	44%
	Raksha Bandhan	40%
	Ganesh Chaturthi	38%



Other Entertainment:



Music / Podcasts

91%



Video Games

59%



Linear TV

68%



Reading

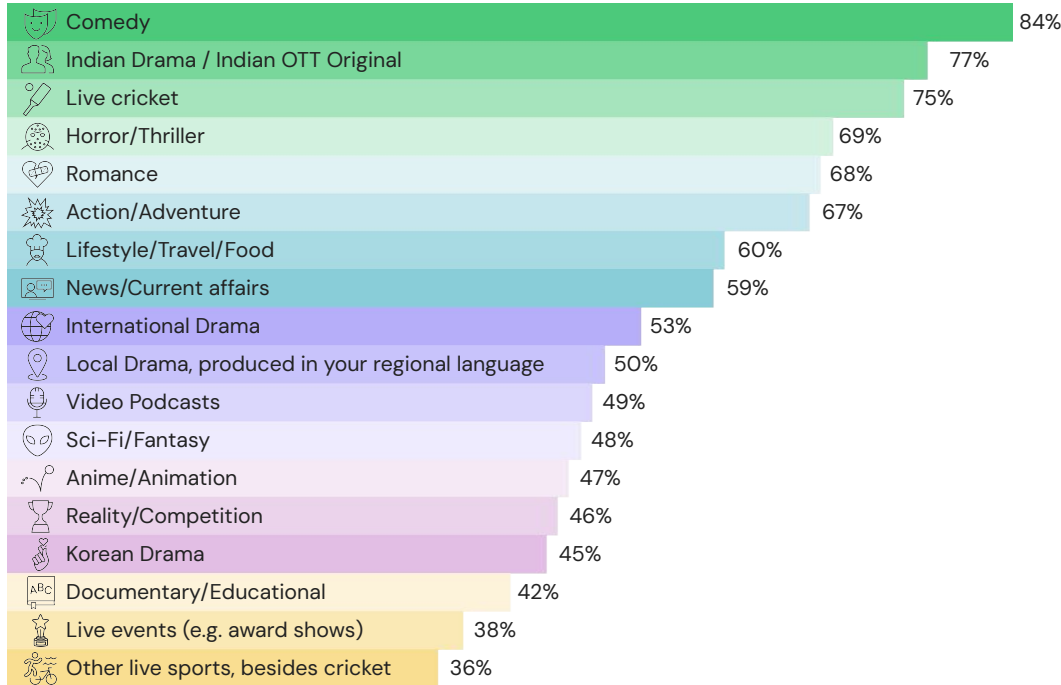
52%

Audience Behaviour



Streaming Helps Build Culturally Aligned Connections Between Brands and Audiences

Types of content streamed:



Indian audiences have a unique affinity towards local drama and the national sport, cricket



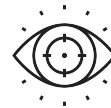
78%

Say ads delivered in the same language as content are more effective



80%

Have stronger connection to ads aligned with local culture/content

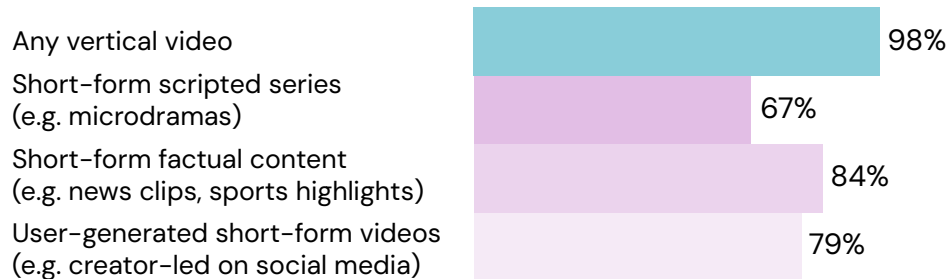


81%

Are more likely to pay attention to ads targeted towards their interests

Vertical Video Is Emerging as an Effective Channel for Advertisers

Types of Vertical Video Viewed:



54%

of streamers watch **news clips** multiple times per day



35%

of streamers watch **microdramas** multiple times per day

→ 61% say the short-form content they watch contains ads

→ 55% say ads are as memorable as sponsored content

→ 33% regularly click links in vertical video ads

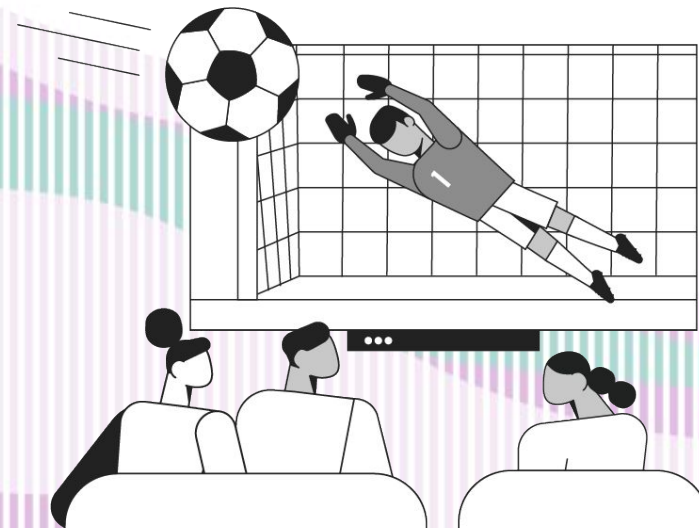
→ 31% have made a purchase from a vertical video ad

Live Streaming Creates Highly Engaging and Memorable Ad Experiences

90% of surveyed ad-supported streamers are live streaming content (e.g. sports and events) at least once a month*

*Research was recruited in March–April 2026 during India Premier League (IPL)

74% of streamers are always/often co-viewing with others during live sporting events



71% are more likely to take an action based on an ad they saw during a live stream



79% of viewers are more likely to remember brands that advertise during live streams

Streamers Carry Cricket Across Devices and Occasions

75% Of streamers watch cricket
(+39% higher than other sports)

85% Say they are more likely to
co-view cricket compared to
on-demand streaming

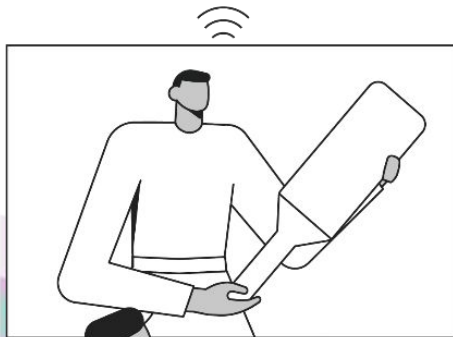
While outside the home, cricket viewers rely on their smartphone:

49%

use mobile to watch while
commuting/traveling

36%

use mobile to watch at work



At home:

Among CTV-owning
cricket viewers in our
sample, nearly all (99%)
have used CTV to watch
cricket



CTV's Place in the Living Room Opens the Door to Opportunities Traditionally Owned by Linear TV



86%

Most viewers stream content on CTV in shared home spaces, such as the living room



86%

of those streaming on CTV always/often watch with other people



On average CTV streamers are watching with

4 other people

"As big-screen streaming continues to grow in India, Connected TV is becoming an increasingly important environment for advertisers. CTV combines the impact of the largest screen in the home with the added benefit of co-viewing, where families and households often watch together. The Magnite research aims to provide insights into how brands are tapping into this opportunity for stronger attention, recall and shared engagement"

Bhavna Saincher

General Manager – Product , CSM , Data Analytics, Samsung Ads

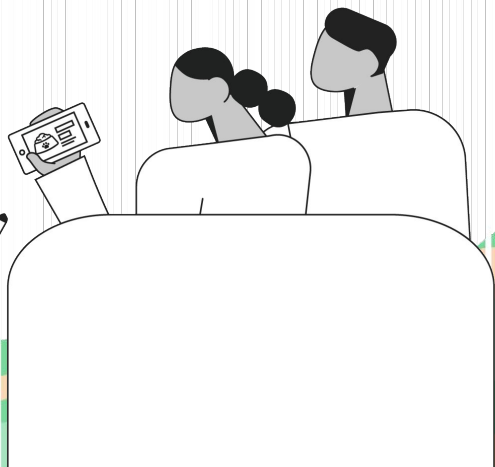


Smartphones Bring Co-Viewing Outside of the Living Room



57%

Of those streaming on a mobile device are regularly watching with others



Mobile Streaming Locations

Shared space at home
(e.g. living room)

64%

Private space at home
(e.g. bedroom)

74%

While commuting /
traveling

50%

Friend's house

36%

At school or workplace

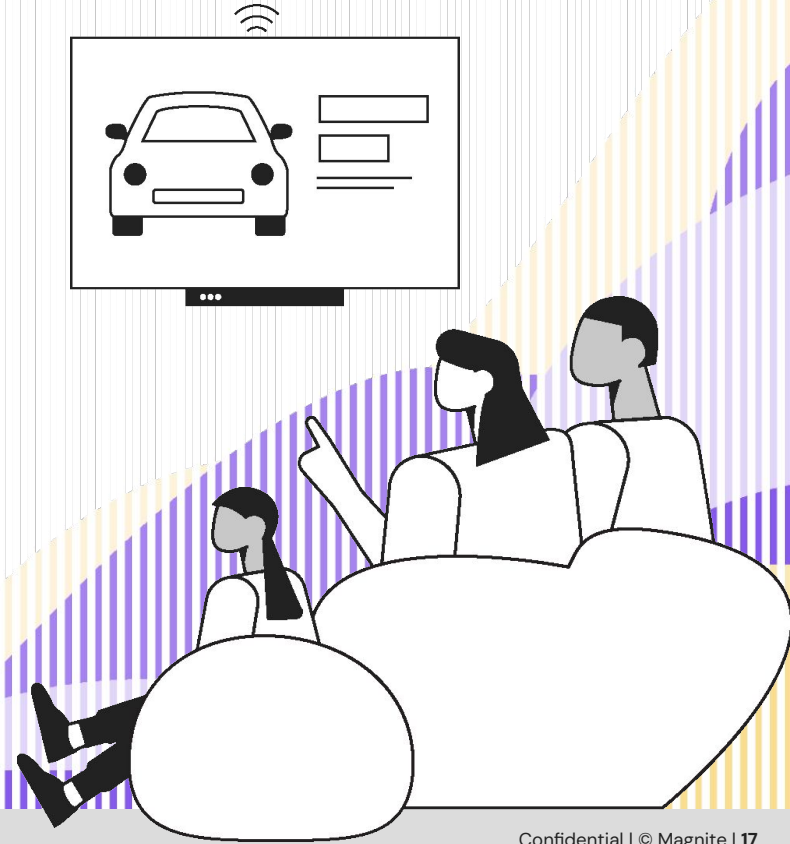
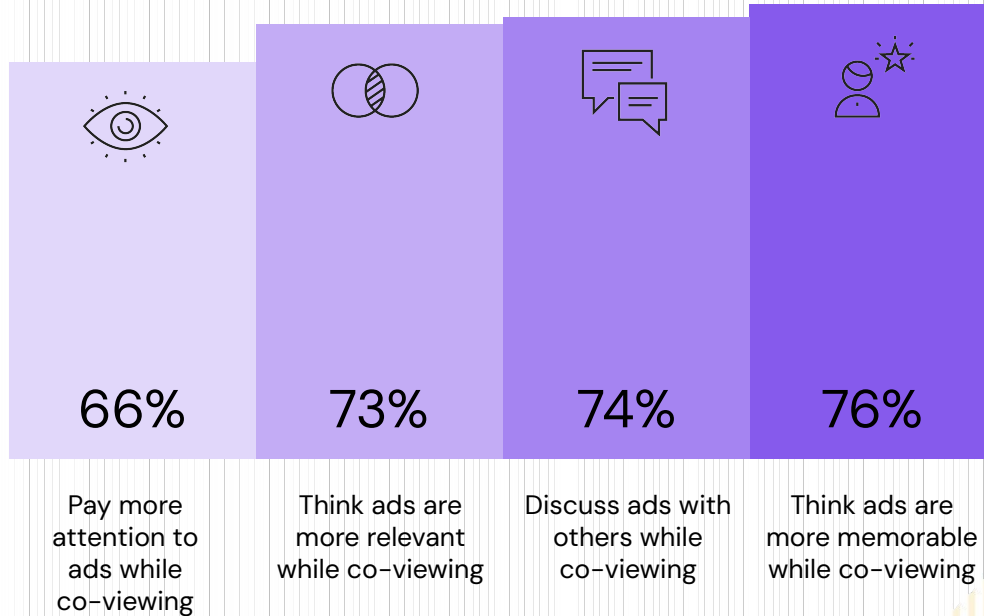
32%

At a public location
(e.g. café, mall)

32%

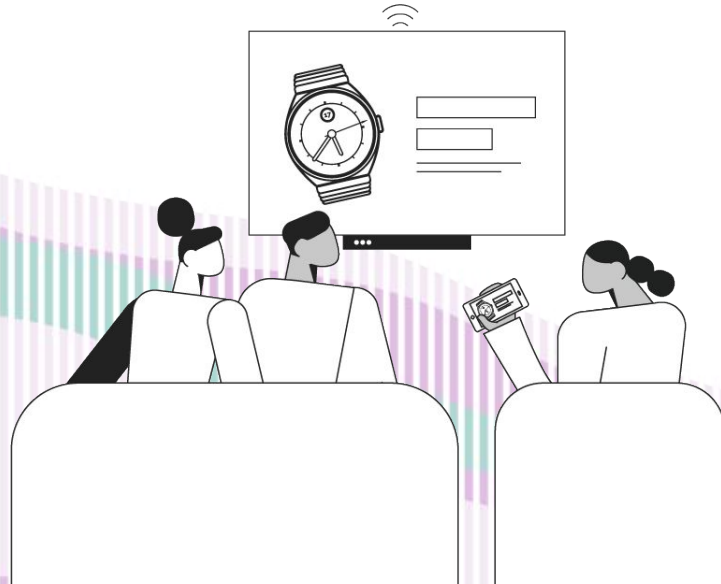
In Addition to a Broader Audience, Co-Viewing Has Significant Behavioural Benefits for Advertisers

Attitudinal Benefits of Co-Viewing for Advertisers:



Over Half of Viewers Are Using a Second Screen, Which Leads to Real-Time Brand Engagement

62% of Indian CTV owners are regularly using a second screen (e.g. smartphone) while streaming content on a TV



Over half (52%) are using that second screen to online shop, making them prime candidates for actionable ads

Other use cases include:



Social media (81%) and messaging (52%) which can readily amplify ads being shown



Internet browsing (61%) with the ability to further research advertised products right at their fingertips

Ad Strategy

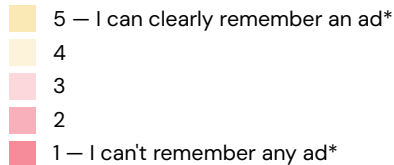
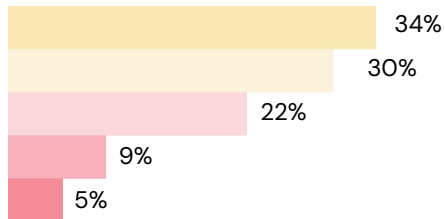


While Mobile and CTV Are Both Strong Individually, Together They Amplify Results

Memorability of ads across devices:



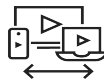
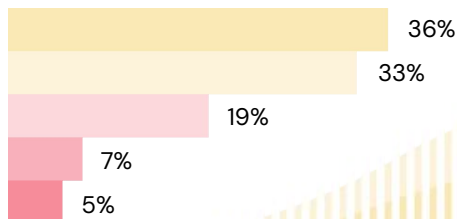
Smartphone



*from my last viewing experience



CTV



73%

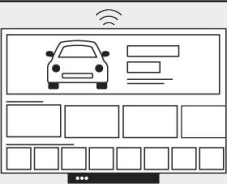
Report regularly seeing the same advertisements across different devices



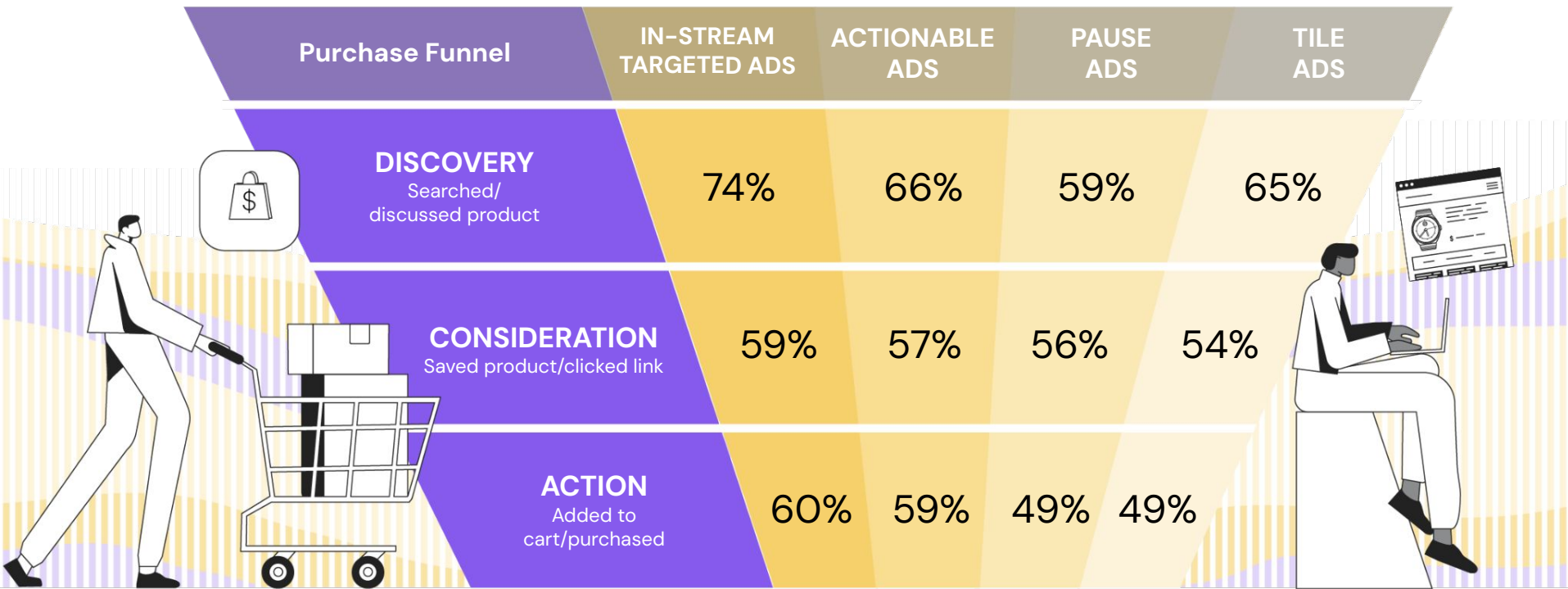
78%

Indicate they are more likely to take an action if they see an ad across multiple devices

Viewers Are Highly Receptive to Innovative Ad Formats in the Streaming Environment

 Consumer Awareness of Innovative Ad Formats		 Consumer Likelihood to Engage
72%	 Actionable Ads Ads that allow you to click/ scan to purchase product or visit website	75%
47%	 CTV Homescreen Ads Promotional content shown as thumbnails or banners within the streaming app's interface (e.g. the home screen)	64%
34%	 Pause Ads Ads that appear on screen when you pause the content	60%

In India, Streaming Ads Drive Deeper Funnel Impact, Leading to Product Discovery, Consideration, and Purchase



*Data among those aware of each format

Building the Future of Ad Creativity with AI

Consumer sentiment

92% say generative AI commercials would not negatively impact their perception of a brand

Only 9% are uncomfortable watching ads that are created using AI

Engagement

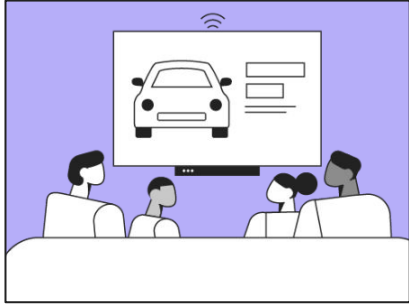
78% of streamers are open to brands using AI to make the ad experience more personalized

76% of streamers believe ads created with generative AI can be just as engaging as traditional ads

Transparency

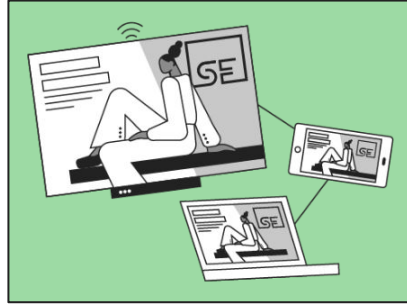
However, 80% would prefer brands to disclose when an ad has been created with generative AI

Recommendations



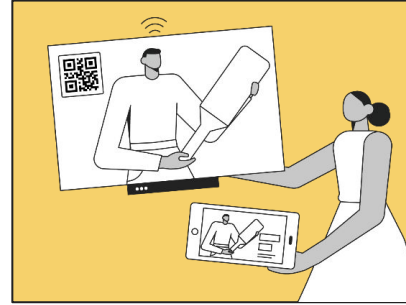
Leverage CTV's shared, premium environment

Streamers are turning to CTV during prime, shared moments that increase reach and boost memorability and relevance — all while leaving the second screen free for further brand engagement.



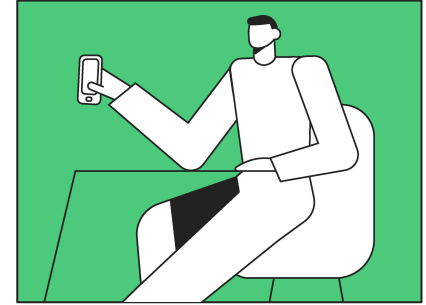
Maximize impact through coordinated campaigns

Indian streamers move fluidly across mobile and CTV, making cross-screen consistency critical. Repeating campaigns across devices can amplify impact, with 78% more likely to take action after seeing an ad across multiple devices.



Reach cricket viewers across devices and locations

With 75% of streamers watching cricket, brands can use CTV to capture shared, high-attention home viewing while extending reach through mobile moments like commuting, travel, and work.



Vertical videos provide an effective avenue into mobile

The majority of viewers watching vertical videos are doing so in an ad-supported environment that they engage with regularly.

Connect with us to turn insights into impact

Ask your Magnite account representative for more details or email asia-df@magnite.com



Dive deeper
to find out
more about
some of our
targetable
audiences



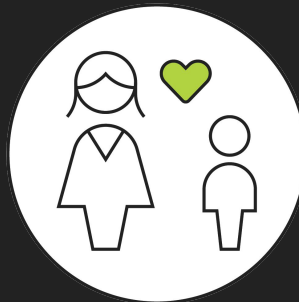
Males



Females



**Full Time
Professionals**



Moms



**Sports
Enthusiasts**