

Fast Facts



What you need to know about new & emerging trends, platforms or technology

Staying Current on Streaming

The Latest on Connected TV Consumer Behaviors

June 2025



Five Current Consumer Behaviors on Streaming

1

A **shift towards ad-based services** is occurring as consumers re-evaluate the cost of ad-free streaming



2

Consumers of **all income levels and age brackets** are gravitating towards ad-supported streaming



3

Free ad-supported streaming TV (FAST) continues to grow as viewers tune into content they crave



4

Consumers are turning to **streaming bundles to access more content** while keeping costs down



5

CTV engages viewers with **tailored, interactive ads**, helping marketers connect in more meaningful ways



Click through a box above to be brought directly to the appropriate section

1

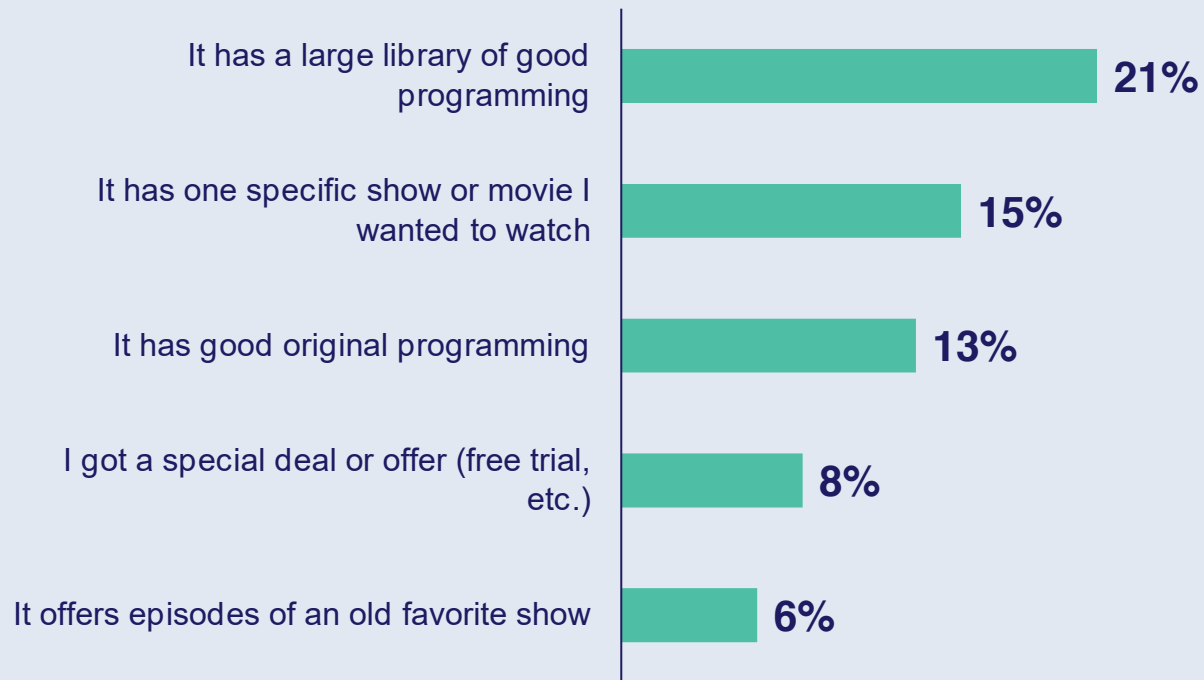
A shift towards ad-based services is occurring as consumers re-evaluate the cost of ad-free streaming



Consumers value large libraries and exclusive content from subscription services but are mindful of their usage and cost considerations

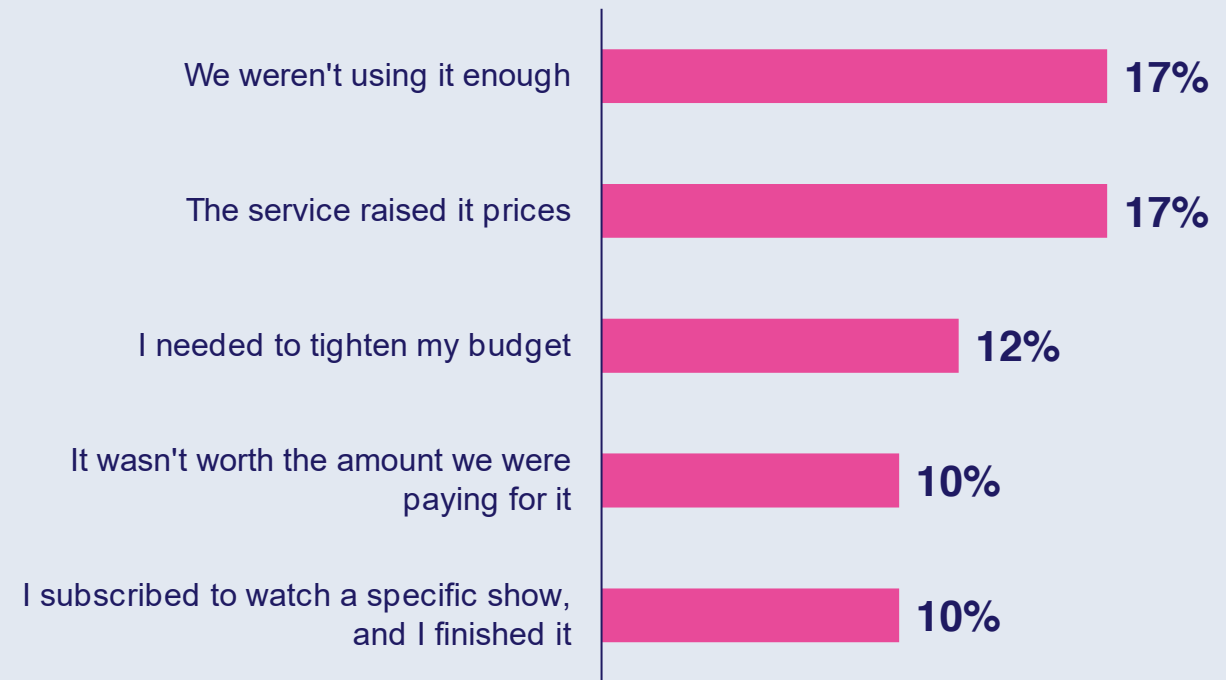
Top Reasons For Adding an SVOD Service

% of respondents who added a service in the last 6 months



Top Reasons For Cancelling an SVOD Service

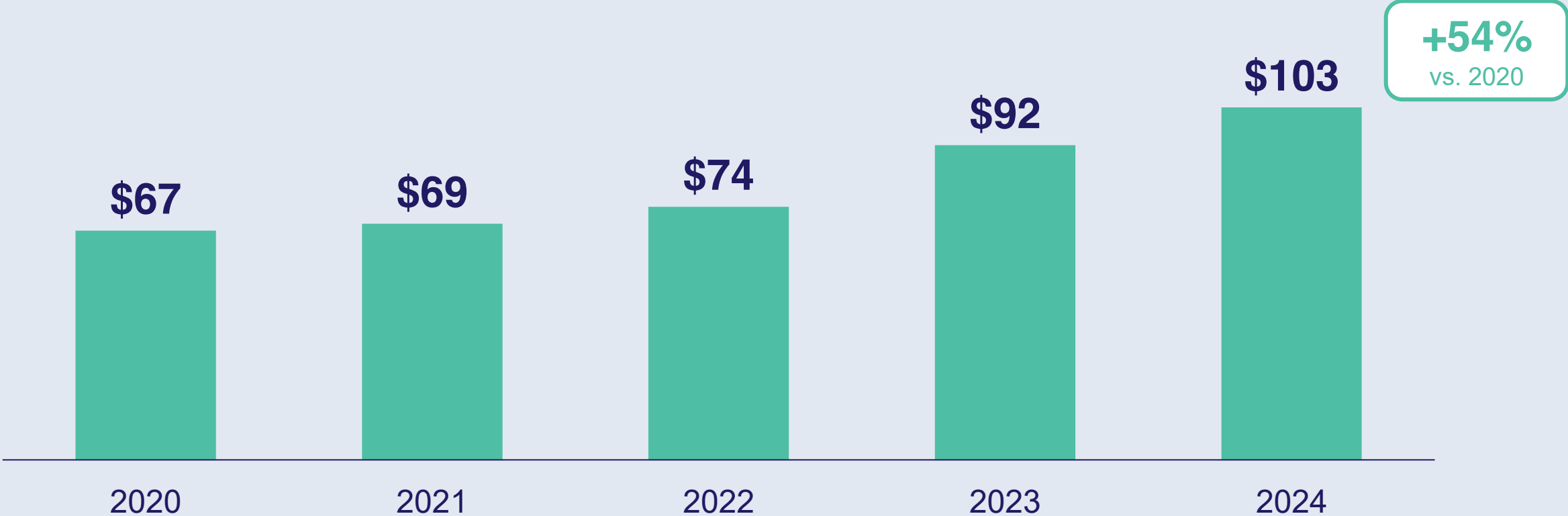
% of respondents who canceled a service in the last 6 months



Source: TiVo, Video Trends Report Q4 2024

The total monthly cost of the cheapest ad-free plan across seven major streaming services has increased more than 50% over the last five years

Aggregated Monthly Cost for the Cheapest Ad-Free Plans
Across Seven Top Streaming Services



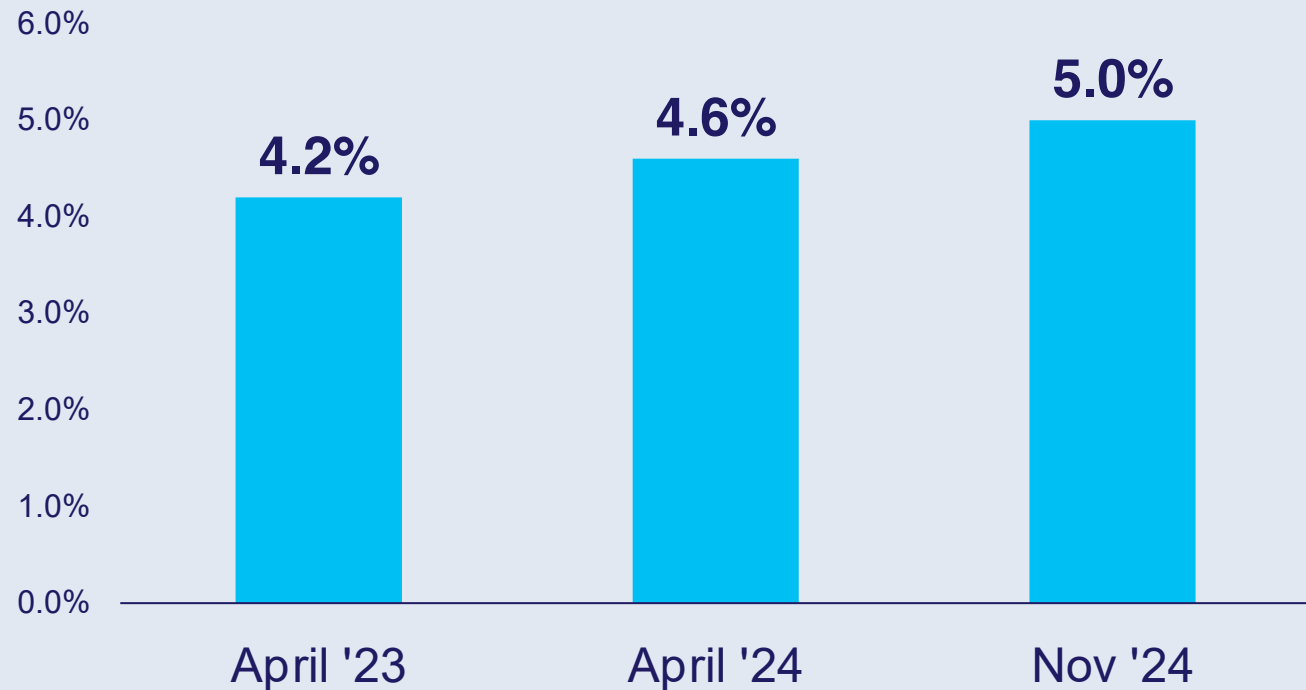
Source: VAB analysis of EMARKETER data, *It's Becoming Far More Expensive to Avoid Ads on Streaming Services*, December 2024 (based on company press releases and 'The Verge,' 12/14/24). Data reflects the lowest-cost, ad-free, standalone monthly plan for services; excludes bundles, promotions, or cost of adding members to an account after password-sharing policies went into effect; excludes ad-supported plans.

Concern about the recurring, and rising, cost of streaming is driving increased churn rates among pure subscription services

62%

of CTV viewers say that **recurring streaming subscription costs** concern them
(+19% YoY)

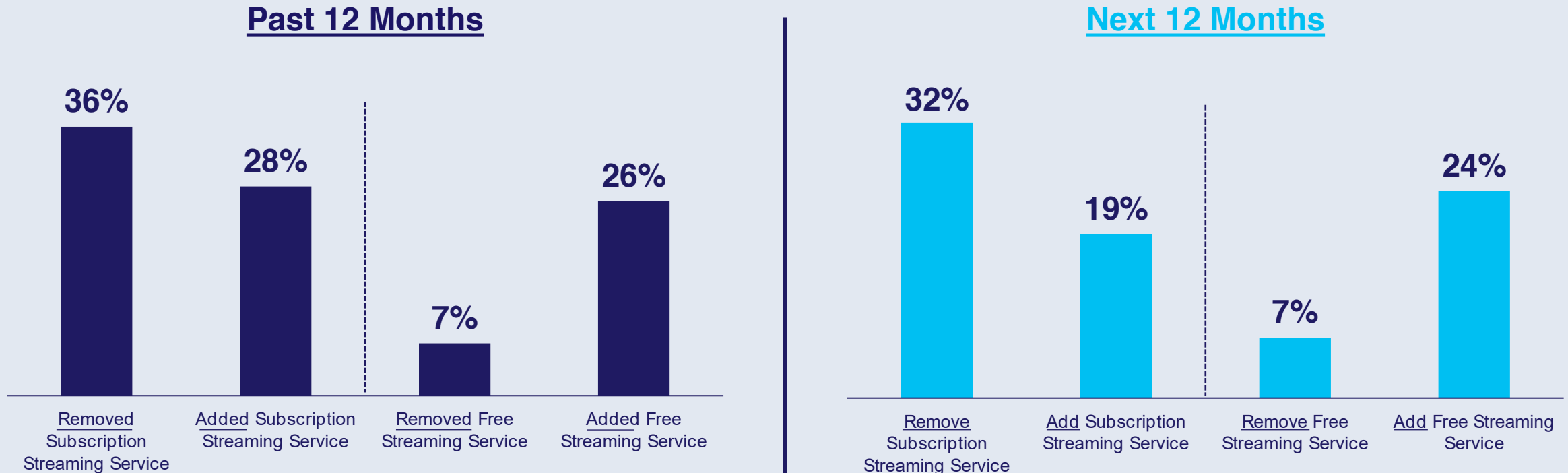
SVOD Industry Average Churn*
based on average service



Source: VAB analysis of LG Ad Solutions, *The Big Shift - Waves III & V*, April 2025 & April 2024. *Antenna, *State of Subscriptions SVOD Year in Review 2024*, U.S. only.

Therefore, there is an on-going shift from ad-free subscription streaming services to ad-supported services which is only projected to increase

Shift in Subscription Streaming Services vs. Free Streaming Services



Source: LG Ad Solutions, *The Big Shift*, April 2025

LG Ad Solutions

2

Consumers of **all income levels and age brackets** are gravitating towards ad-supported streaming

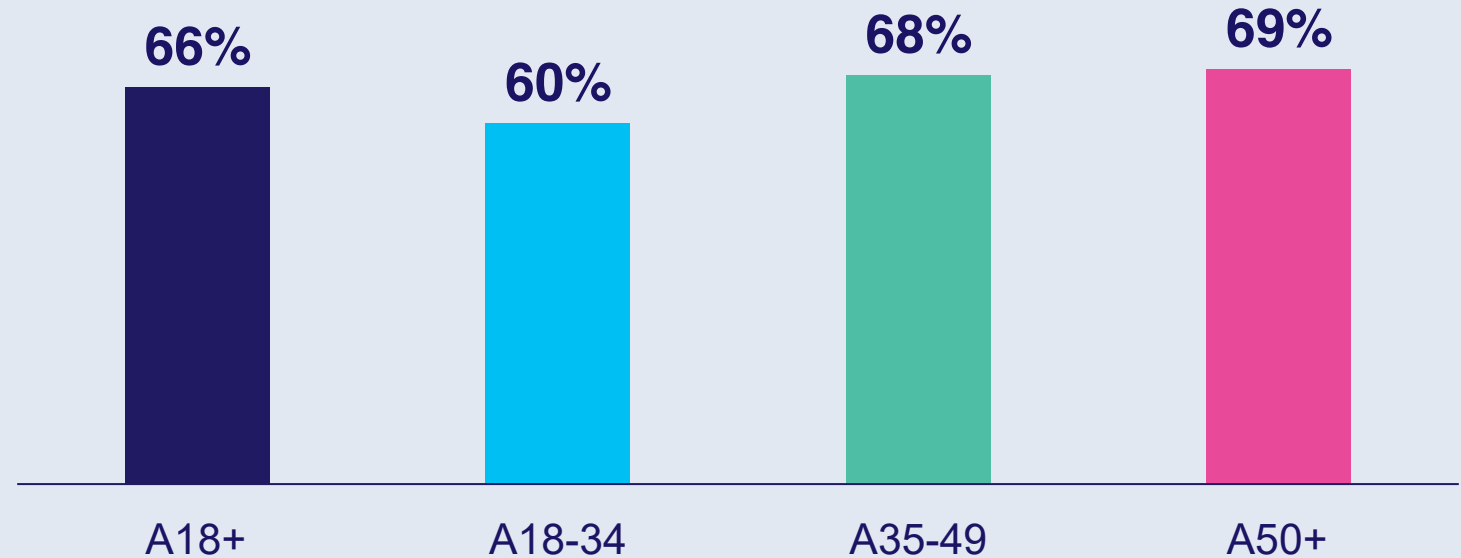


Two-thirds of adults prefer ad-supported streaming services and tiers over ad-free subscription services



'I prefer streaming free video content with ads / commercials instead of paying for a subscription without ads / commercials'

% of video streamers that agree



Source: VAB analysis of MRI-Simmons March 2025 Cord Evolution Study, A18+, A18-34, A35-49 & A50+. 'I prefer streaming free video content with ads/commercials instead of paying for a subscription without ads/commercials' (strongly / somewhat agree). Base = 'Streamed in the past 12 months'.

MRI | SIMMONS

Most audiences believe there is a fair value exchange of watching ads for free or through discounted streaming services

81%

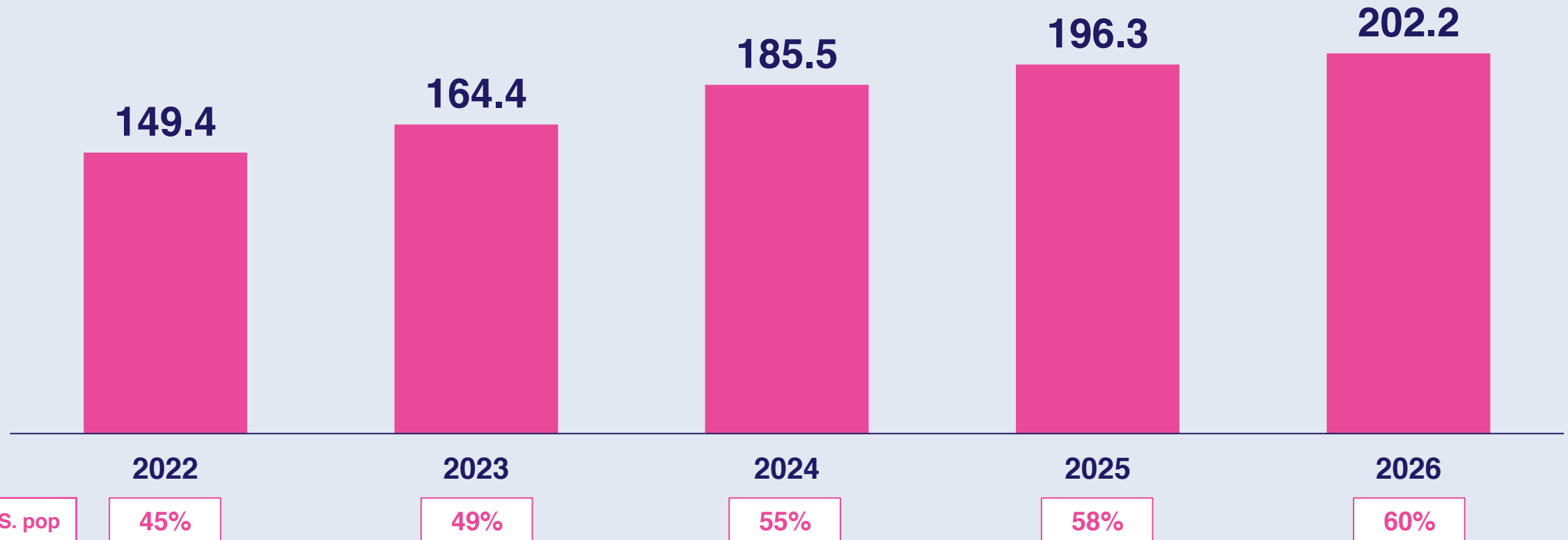
say that **watching ads is a fair trade-off for access to free content on streaming**

63%

Would **rather watch ads while streaming** and get an extra coffee each month **than pay full-price for an ad-free service**
(+5% YoY)

Ad-supported streaming services are used by nearly 200 million viewers, providing a platform to reach nearly two-thirds of U.S. consumers

Ad-Supported Video on Demand (AVOD) Viewers
In Millions

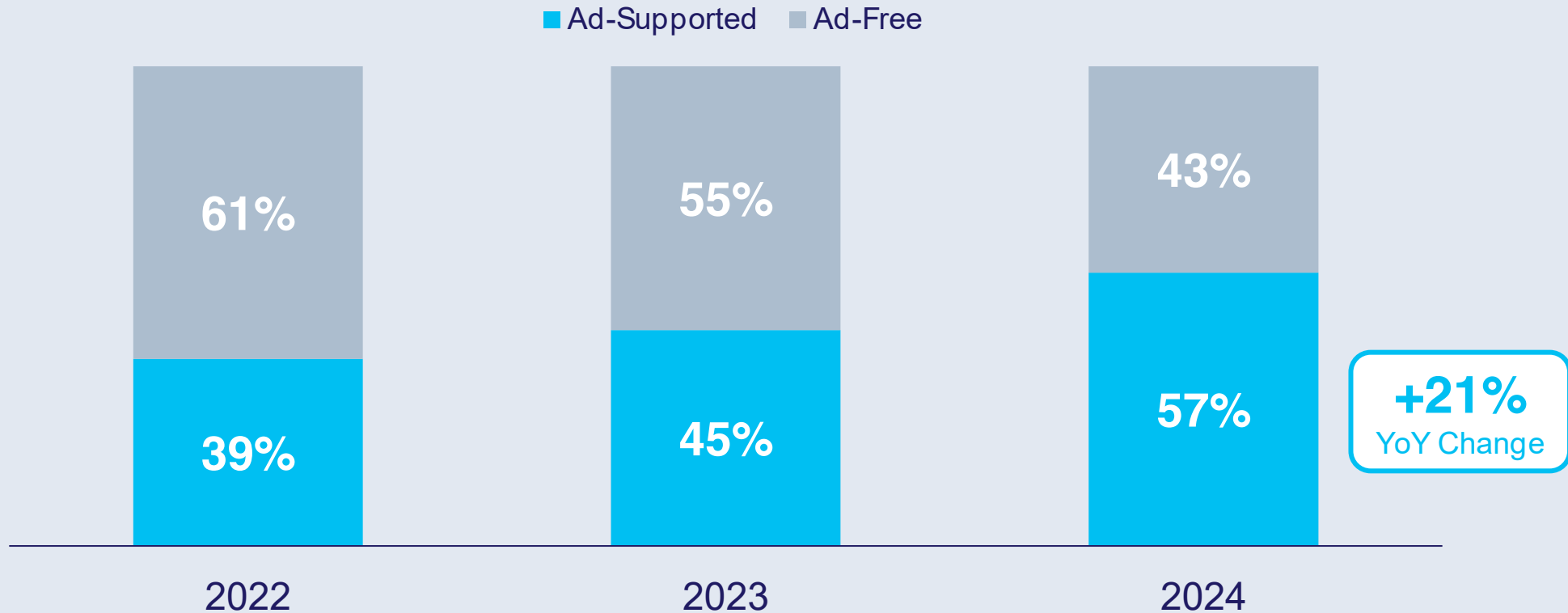


Source: EMARKETER, *Ad-Supported Video on Demand (AVOD) Viewers*, March 2025

Most new subscriptions are for ad-supported tiers, as consumers have shifted their preference towards lower-cost options with ads

▶ 75% of streaming subscribers have **tried an ad-supported plan** in the past 4 years*

Premium SVOD Gross Adds by Plan Tier

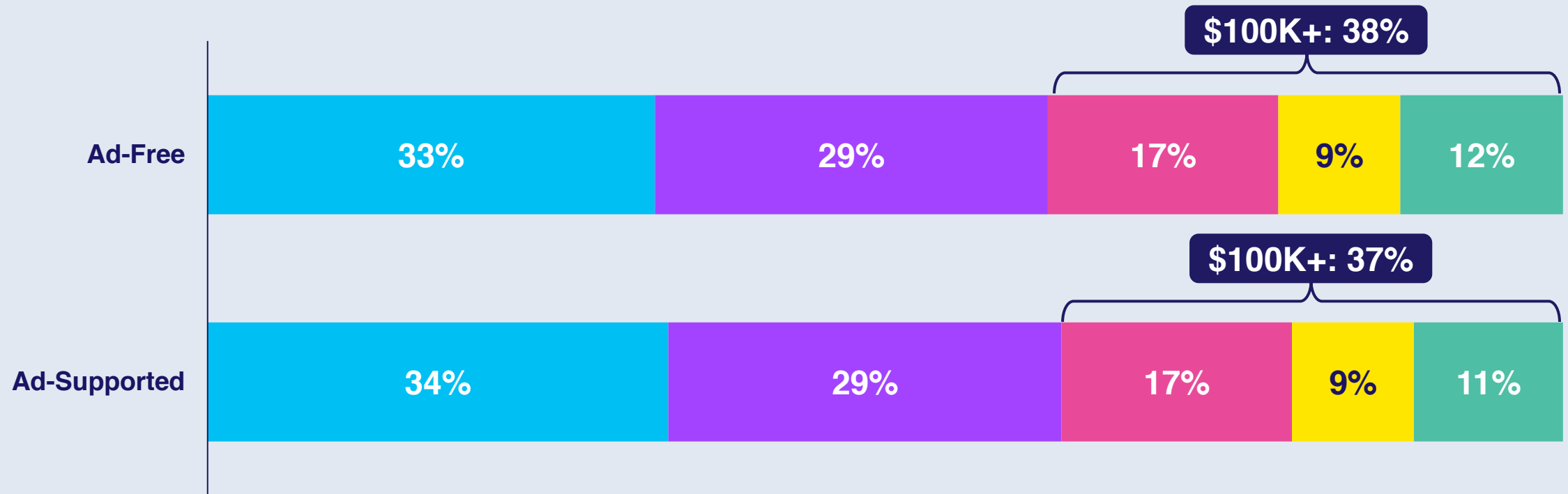


Source: Antenna, *State of Subscriptions SVOD Year in Review 2024* & **State of Subscriptions Adds and Ads*, May 2025, U.S. only. Excludes free tiers, MVPD + Telco Distribution, and select Bundles. Services include Discovery+, Disney+, Hulu, Max, Netflix, Paramount+, Peacock.

Higher household income levels are just as likely to subscribe to ad-supported streaming services as they are to ad-free services

Plan Tier by Household Income

■ <\$50k ■ \$50-100k ■ \$100-150k ■ \$150-200k ■ \$200k+

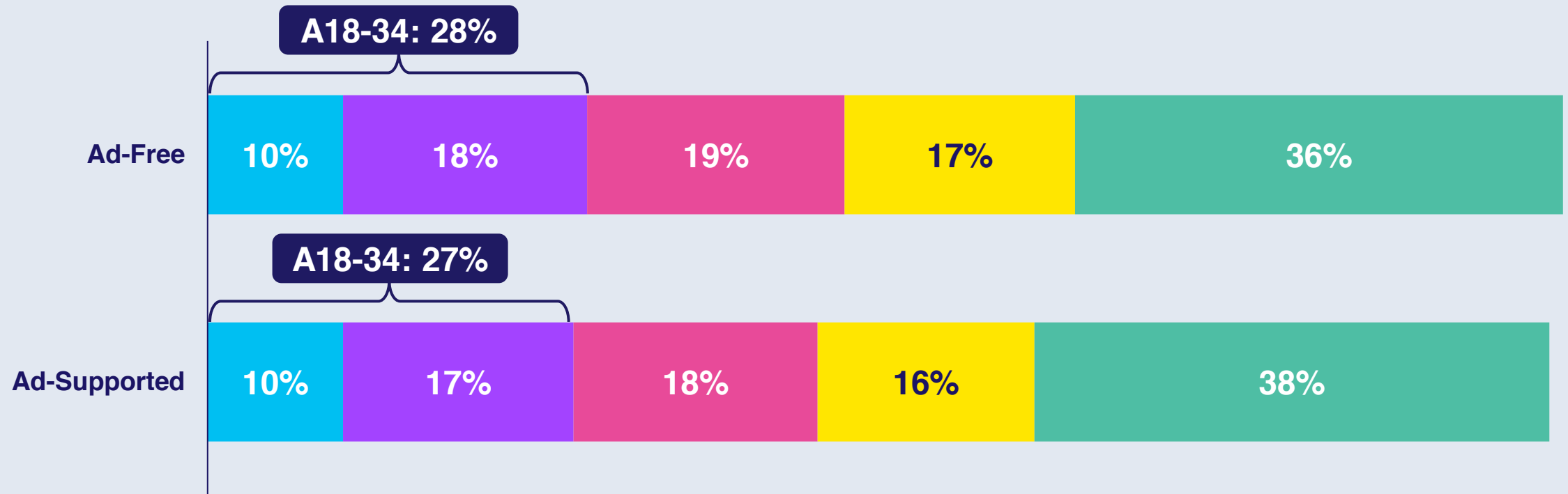


Source: Antenna, *State of Subscriptions Adds and Ads*, May 2025, U.S. only. Note: Excludes free tiers, MVPD + Telco Distribution, and select Bundles. Subscriptions as of March 2025. Premium SVOD includes 9 services.

Younger consumers are also just as likely to subscribe to ad-supported streaming services as they are to ad-free services

Plan Tier by Age Group

■ A18-24 ■ A25-34 ■ A35-44 ■ A45-54 ■ A55+



Source: Antenna, *State of Subscriptions Adds and Ads*, May 2025, U.S. only. Note: Excludes free tiers, MVPD + Telco Distribution, and select Bundles. Subscriptions as of March 2025. Premium SVOD includes 9 services.

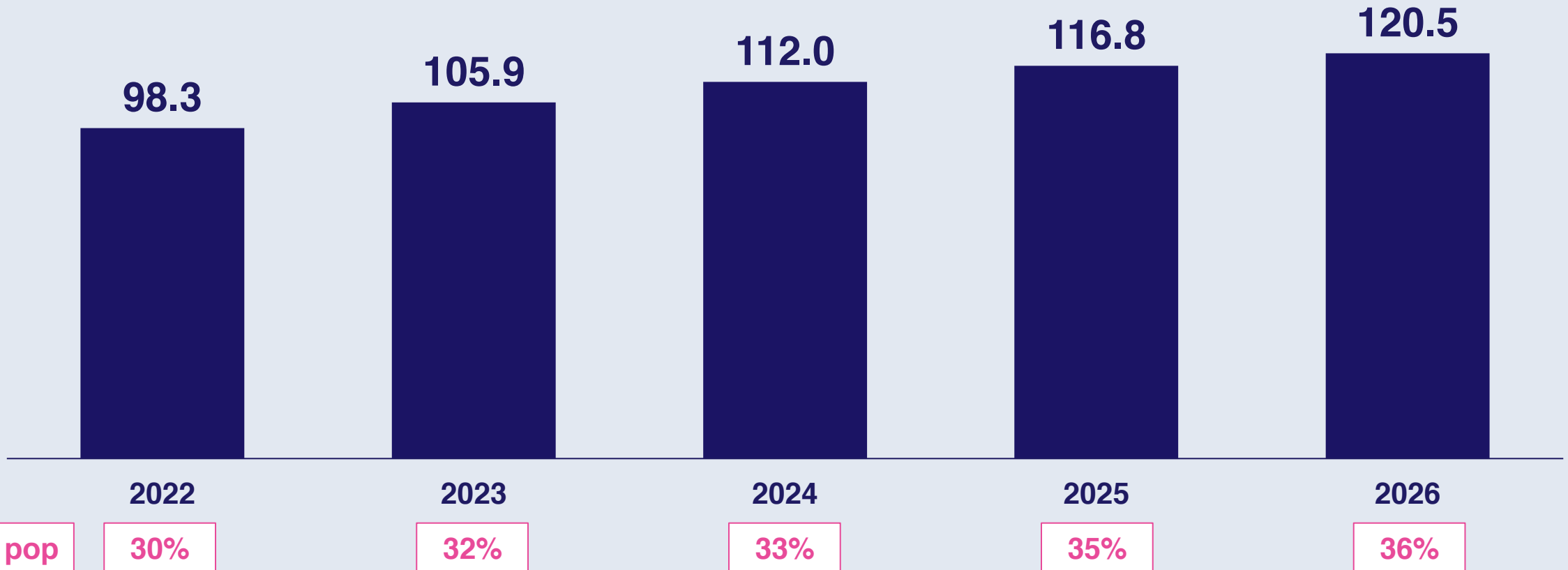
3

Free ad-supported streaming TV (FAST) continues to grow as viewers tune into content they crave



Free ad-supported streaming TV (FAST) is used by one-third of the U.S. population, highlighting an opportunity to reach over 100 million viewers

U.S. FAST Viewers
In Millions



Source: EMARKETER, *Over a Third of the Population Will Be Watching FAST This Year*, March 2025

Nearly three-quarters of streamers who use ad-supported services watch FAST across a selection of channels



74%

of ad-supported streamers reported **watching free streaming live TV (aka FAST) channels**, growing by +4% YoY



5.1

average **number of FAST channels watched**

Viewers are spending considerably more time with FAST channels, growing by nearly 50% over the last few years

- ▶ FAST accounts for **8% of daily time spent with digital video**



+46%

increase in **time spent with FAST**
between 2022 & 2025
(0:13 vs. 0:19 average time spent per day)



Source: EMARKETER, *Time Spent With FAST is Low for Now, but It's Growing Quickly*, January 2025. Note: ages 18+, includes all time spent watching ad-supported video-on-demand (AVOD) on FAST platforms.

Viewers watch a variety of content on FAST services, including a mix of both 'lean-back' bingeable entertainment and 'lean-forward' news

FAST Consumption by Channel Type



Genre Channels
with shows fitting a theme

32%



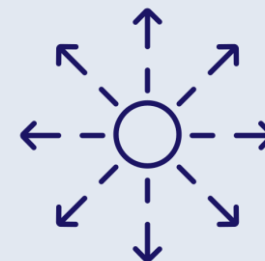
Binge Channels
showing same tv or movie series

28%



News Channels

21%



Other Channels

19%

4

Consumers are **turning to streaming bundles to access more content** while keeping costs down



Audiences are drawn to services that offer bundling of retail or other streaming services, along with ad-supported subscription options

Which of the following incentives, if any, would motivate you to continue subscribing to a streaming service?
% of total respondents



Free access to other, **non-TV benefits**
(e.g., Walmart+, Amazon Prime)

37%



Access to other streaming services
at a **discount**

33%



Ability to switch to a lower-priced **ad-supported tier** or see even more ads for a lower cost

26%



Exclusive benefits for premium
subscribers or frequent users of a service

25%

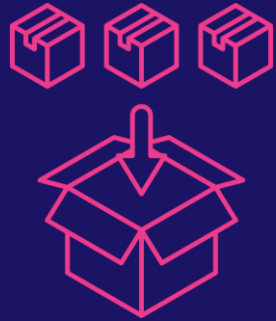


Ability to watch **live sporting events**

25%

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Best Bundle* report. Data sourced from Hub's survey of 1,603 TV consumers, ages 16-74 who meet the following criteria: watch at least one hour of TV / week, have broadband access. Data collected early February 2023. Q: Which of the following incentives, if any, would motivate you to continue subscribing to a streaming service? [Click here to download 'Recipe for Success' to read more.](#)

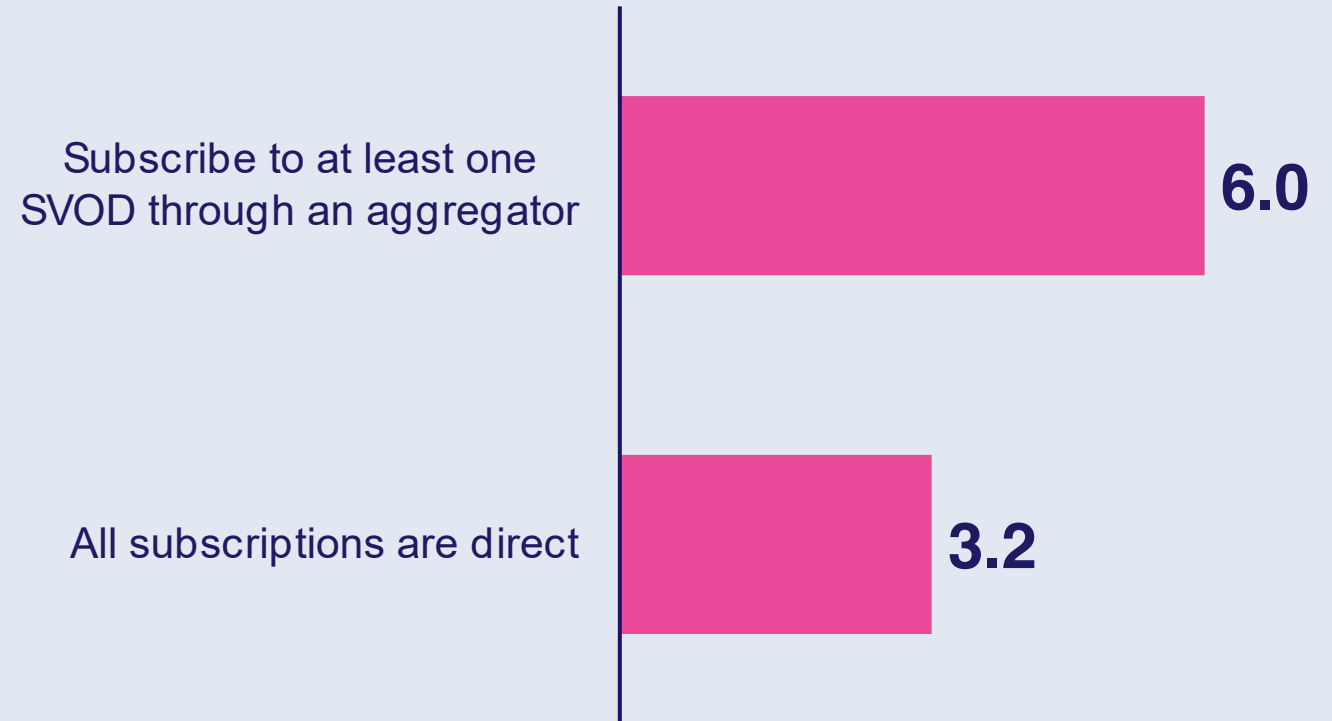
Bundling allows consumers to streamline their streaming subscriptions while unlocking access to nearly twice as many services



70%

of consumers find **services that let you choose, manage and pay for different subscriptions all in one place appealing***

Average # of Total Paid SVOD Subscriptions



Source: Hub Entertainment Research, *The Best Bundle*, May 2025. *Includes very appealing and somewhat appealing.

Adoption of bundled streaming services is growing, with nearly half of households subscribing, or planning to subscribe, soon



23%

of households **already subscribe**
to a **discounted SVOD bundle**



25%

of households **are likely to sign**
up for a **discounted SVOD**
bundle in the next six months

5

CTV can engage viewers with **tailored, interactive ads**, helping marketers connect in more meaningful, results-driven ways



Viewers prefer when the ads they see streaming are relevant both to their interests and the content they are watching

CTV Viewer Ad Preferences



75%

Prefer seeing ads that are
relevant to their interests



59%

Prefer seeing ads that are
relevant to the content

Marketers can leverage interactive ads on CTV to drive increased engagement and time spent with advertising



71 seconds

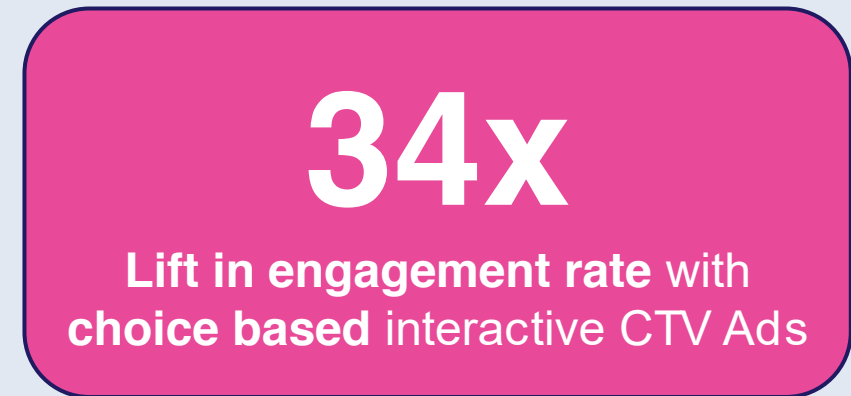
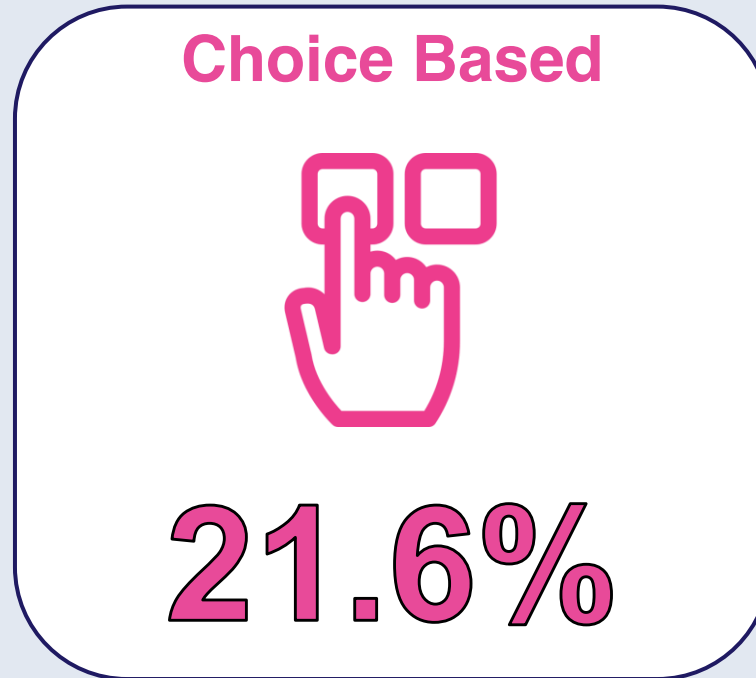
Consumers spend an average of an **additional 71 seconds engaging** with interactive CTV ads vs. standard pre-roll



Source: Innovid, *The CTV Advertising Insights Report 2025*

Consumers increasingly engage interactive ads that offer them a choice, multiplying the effectiveness of the ad exposure

Engagement Rate by Interactive CTV Ad Type



Source: Innovid, *The CTV Advertising Insights Report 2025*. Note: Choice based represent ads that are watched to gain access, including access a program on a streaming platform or wi-fi at an airport.

Ad attention and engagement on CTV leads to direct outcomes for brands, with viewers searching online, visiting digital storefronts and purchasing

Actions Taken After Seeing Streaming TV Ads



Source: LG Ad Solutions, *The Big Shift*, April 2025. Actions taken by CTV viewers.

Key Marketer Takeaways

- ▶ As audiences re-evaluate the cost of ad-free subscription streaming, consumers of all income levels and age brackets are finding value in ad-supported tiers and services
- ▶ Consumers are balancing their spending in streaming by shifting towards AVOD services, watching more content through FAST channels and unlocking greater cost efficiencies through streaming bundles
- ▶ Marketers can leverage tailored, interactive ads on CTV to drive increased engagement and time spent with advertising which leads to greater outcomes for brands

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The Latest on Multiplatform Video Consumption



Bigger, Bolder, More Ad-Supported
25 Streaming Trends That Are Impacting
Marketing Plans in 2025



Left To Your Own (Connected) Devices
Examining How Consumers Are Embracing
Smart Technology In Their Everyday Lives



Recipe for Success
Six Key Ingredients For Stirring
Growth in Streaming



The Power of Premium Video
What It Means for Multiscreen TV
and Why It Matters to Marketers



The Rise of Shoppable TV
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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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