

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 2026

Four Key Consumer Behaviors on Streaming

1

Today's streaming landscape gives consumers the **flexibility** to **prioritize** their **favorite content** across services, supporting **more intentional viewing**



2

Streaming **long-form content** via **shared, engaging experiences** sparks **passion**, fuels **conversation** and **fandom**, and builds **connection, loyalty** and **belonging**



3

Streaming continues to shift towards **ad-supported models**, driven by **growing demand for value and affordability**, fueling rapid **FAST growth**



4

From **targeting** to **interactivity** to **AI**, CTV is making ads more **relevant**, more **engaging** and more **effective** at driving consumer response



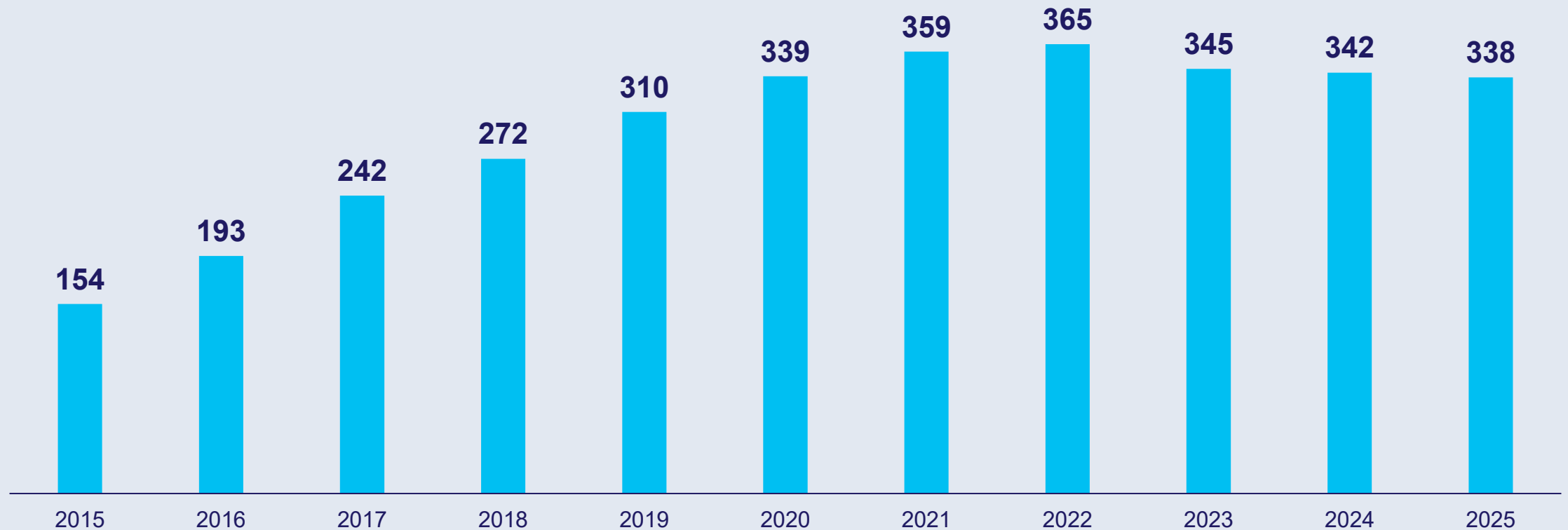
1

Today's streaming landscape gives consumers the **flexibility** to **prioritize** their **favorite content** across services, supporting **more intentional viewing**



Audiences have 300+ standalone streaming services to choose from, even as recent consolidation has begun to slightly streamline the landscape

Total Number of Standalone Streaming Services



Source: Philo / Parks Associates, *Unified Streaming: Unlocking Next-Gen Advertising*.

Consumers are blending streaming and live TV into their viewing habits, with more than four in 10 audiences watching a steady mix of both

How Streamers Are Watching TV

41%

of streamers watch
*a mix of streaming
and live TV*

41%

of streamers watch
only streaming apps
(i.e., Netflix, Prime Video)

18%

of streamers watch
mostly streaming apps

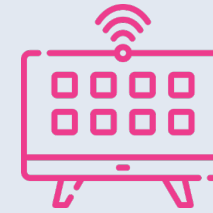
Source: tvScientific, 2026 Consumer Trends Report. VAB analysis of tvScientific data based on universe of streamers.

Households subscribe to multiple streaming services, curating viewing across a selection each month to prioritize favorite content year-round



5.3

Average number of streaming services U.S. internet households subscribe to



2.8

Number of streaming apps Americans access per month*

Source: Philo / Parks Associates, *Unified Streaming: Unlocking Next-Gen Advertising*. *TVision, *State of Streaming*, February 2026.

The flexibility and control offered contribute to a strong streaming experience that is valued by almost all viewers



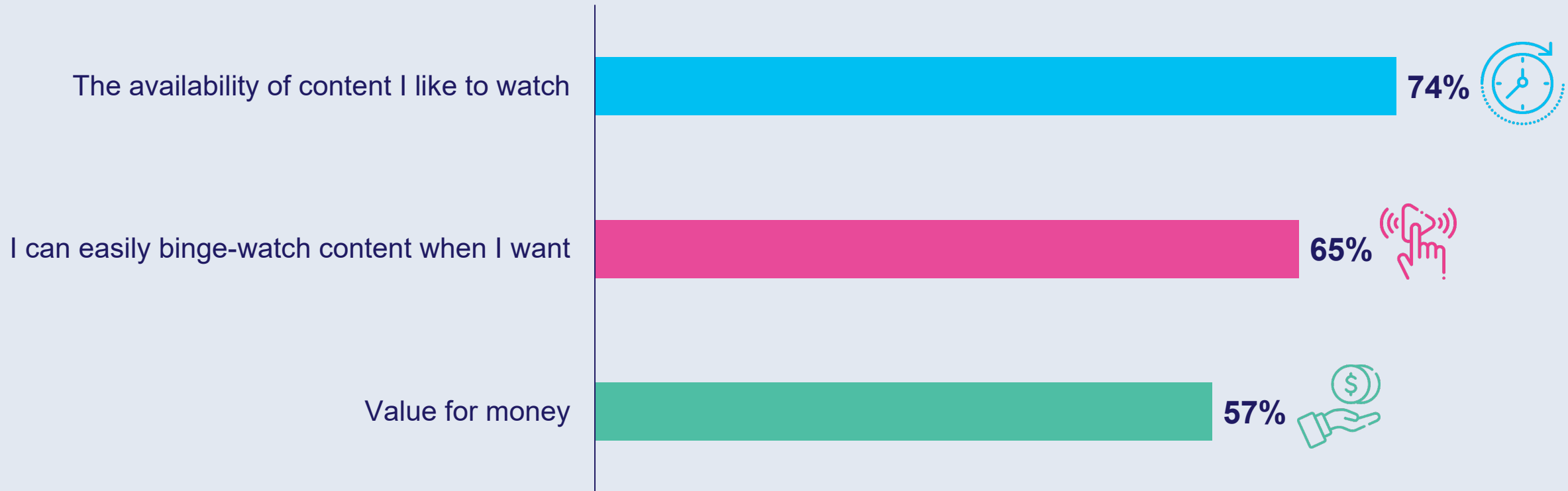
9 in 10

**Viewers Are Satisfied With
Their Streaming Experience**

Source: FreeWheel, *Voice of the Viewer: How Ad Experiences Impact Streaming for U.S. Viewers*, 2026.

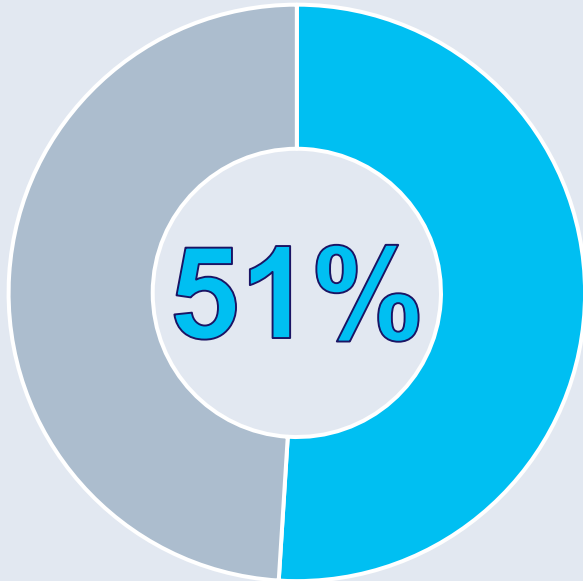
Content choice, convenience and consumer-friendly pricing are central to streaming's appeal, shaping how viewers engage across services

Top 3 Things Viewers Enjoy About Streaming Services

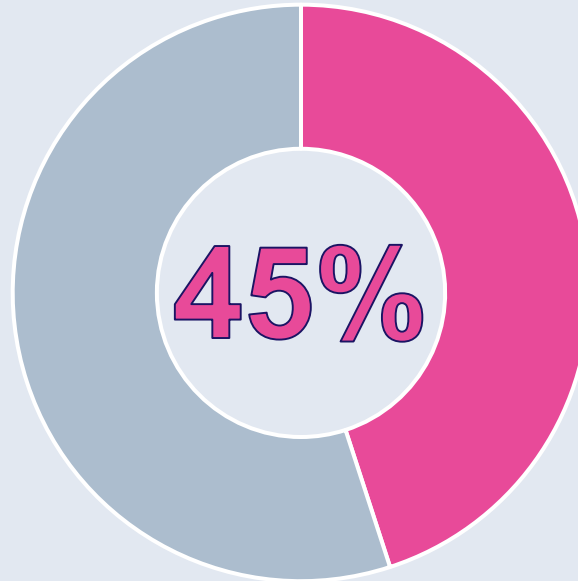


Source: FreeWheel, *Voice of the Viewer: How Ad Experiences Impact Streaming for U.S. Viewers*, 2026.

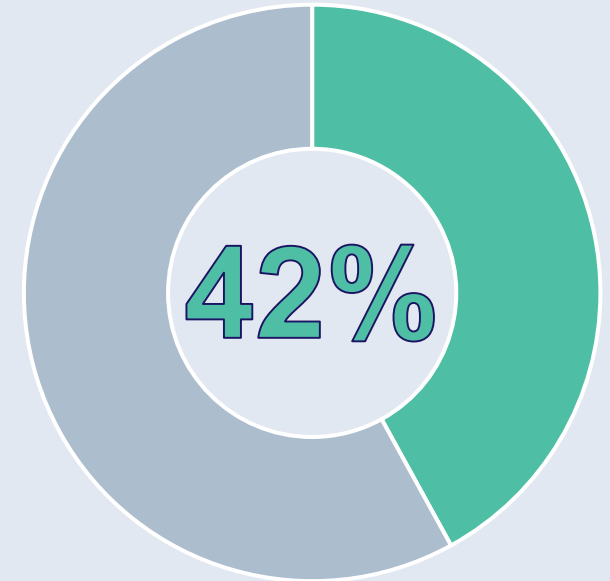
The enjoyment of streaming extends beyond content itself, with long-form viewing shaped by bigger screens, comfort and shared experiences



are streaming on a television or bigger screen



enjoy creating a comfortable environment when streaming



watch streaming content with family, friends or a partner

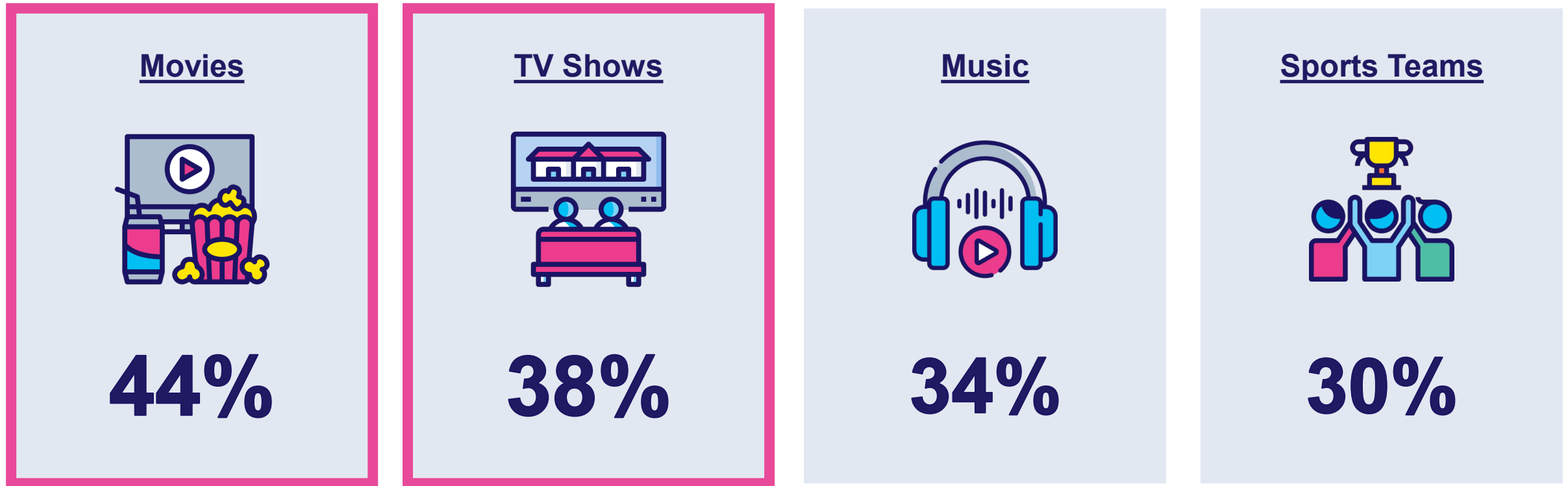
Source: Tubi, *The Stream 2026: When Intention Becomes Attention*, March 2026. Based on survey conducted by The Harris Poll of 2,500 respondents ages 18+ that stream video at least one hour a week and live in the United States.

2

Streaming long-form content via shared, engaging experiences sparks passion, fuels conversation and fandom, and builds connection, loyalty and belonging

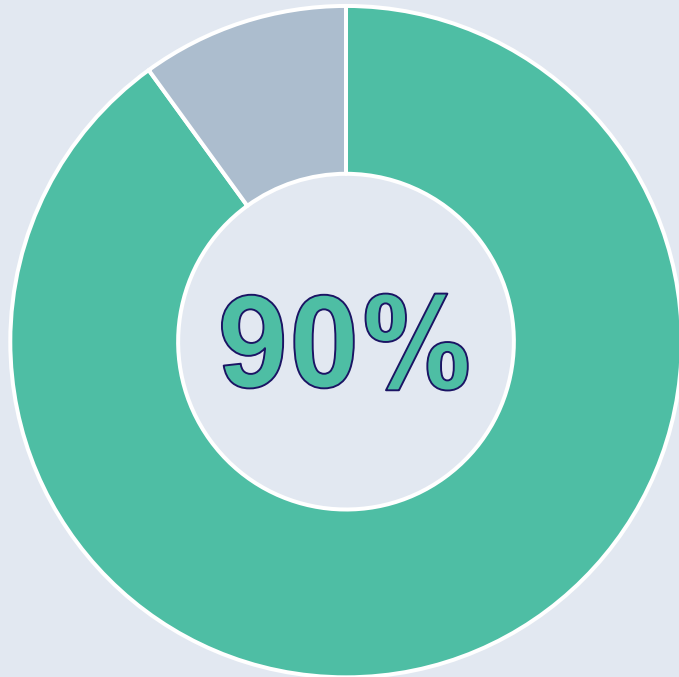
Immersive, long-form video content creates stronger fandoms among all adults than even music or sports

Top Fandoms % of respondents



Source: Tubi, *The Stream 2026: When Intention Becomes Attention*, March 2026. Based on survey conducted by The Harris Poll of 2,500 respondents ages 18+ that stream video at least one hour a week and live in the United States.

TV and movies capture deeper attention, creating streaming experiences where audiences are especially engaged



of viewers say they are *highly engaged* while streaming TV and movies

Source: Tubi, *The Stream 2026: When Intention Becomes Attention*, March 2026. Based on survey conducted by The Harris Poll of 2,500 respondents ages 18+ that stream video at least one hour a week and live in the United States.



Long-form streaming content ignites widespread passion among adults of all ages, with especially strong enthusiasm across key demographics



“I love streaming TV shows”

% of streamers who agree

A18+

81%

A18-24

82%

A25-34

84%

A35-44

84%

A45-54

84%

A55+

76%

Source: VAB analysis of MRI-Simmons March 2026 Cord Evolution Study. Base = A18+ who have used any streaming service in the past 12 months.

Time spent streaming is time well spent, bringing loved ones closer through shared moments of quality connection

% of Streaming Adults Who...

75%

agree members of their household use **streaming together as a form of quality time**
(+4% YoY)

52%

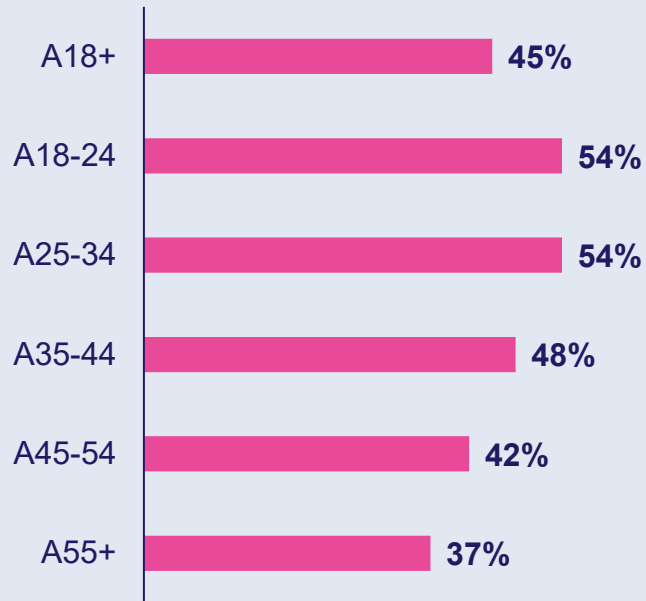
are watching with **other people they don't live with**, like going to a friend's house
(+15% YoY)

Source: Tubi, *The Stream 2026: When Intention Becomes Attention*, March 2026. Based on survey conducted by The Harris Poll of 2,500 respondents ages 18+ that stream video at least one hour a week and live in the United States. Download ['Rising Tides: 26 Streaming Insights That Are Impacting Marketing Plans in 2026'](#) for streaming trends.

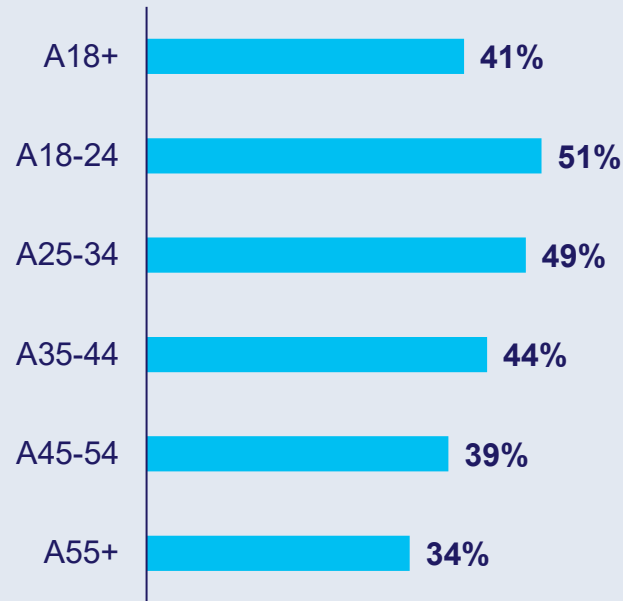
The long-form video content that people love watching together becomes social currency, fueling what they share online and talk about with friends

% of streamers who agree with the following statements

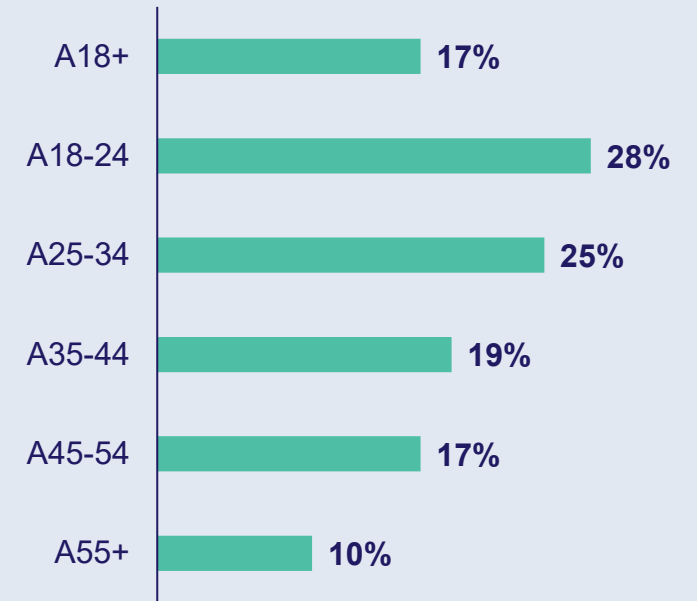
'I often talk about TV shows with my friends'



'I like watching shows that everyone's talking about'



'I use social media to talk about shows I watch'



Source: VAB analysis of MRI-Simmons March 2026 Cord Evolution Study. Base = A18+ who have used any streaming service in the past 12 months.

Connection builds loyalty, with audiences sticking with platforms that consistently show up for the content and communities they care about



74%

of viewers are loyal to streaming services that support their fandoms

Source: Tubi, *The Stream 2026: When Intention Becomes Attention*, March 2026. Based on survey conducted by The Harris Poll of 2,500 respondents ages 18+ that stream video at least one hour a week and live in the United States.

That sense of community deepens when discovery feels personal, with audiences feeling seen as platforms help them find new fandoms

68%

say they **feel seen** when a streaming service helps them find **their newest fandom and niche**

73%

report that streaming services make them feel seen when they suggest **'new-to-me' content** from genres or creators **I already love**

Source: Tubi, *The Stream 2026: When Intention Becomes Attention*, March 2026. Based on survey conducted by The Harris Poll of 2,500 respondents ages 18+ that stream video at least one hour a week and live in the United States.

3

Streaming continues to shift towards **ad-supported models**, driven by **growing demand for value** and **affordability**, fueling rapid **FAST** growth



Viewers are gravitating toward ad-supported streaming, favoring access and variety as it becomes a central part of how they watch and engage

Change in Streaming Time by App Type: Q4 '25 vs. Q4 '24

All Streaming

+7%

Ad-Supported
Streaming

+24%

Ad-Free
Streaming

-26%

Source: Samsung Ads, *State of CTV 2026*. Samsung Proprietary ACR – Includes Active TVs in the quarter. Streaming is viewership in Smart Hub (including Samsung TV Plus) with a minimum of 1 minute of consecutive app viewership. AVOD includes all ad-supported streaming minutes and SVOD includes all ad-free streaming minutes inclusive of hybrid apps that offer both ad-supported and ad-free tiers.

Ad-supported viewing is a common part of the experience for many, with most paid subscribers using services with some level of ads

Do the services you subscribe to, or have access to, have ads?

% of paid streaming subscriber respondents



89% of viewers use services with ads

Source: FreeWheel, *Voice of the Viewer: How Ad Experiences Impact Streaming for U.S. Viewers*, 2026. FreeWheel survey conducted by Dynata, n= 800. Base: U.S. Adults 18+ who have watched video content (excluding social media) in the past 3 months and subscribe to/have access to paid streaming or FAST in their household.

Ad-supported streaming combines value with a balanced viewing experience, where natural breaks create a comfortable pace for audiences

61%

of AVOD subscribers selected a plan with ads when they signed up for the service

41%

cite the cost savings in exchange for ads as a benefit

40%

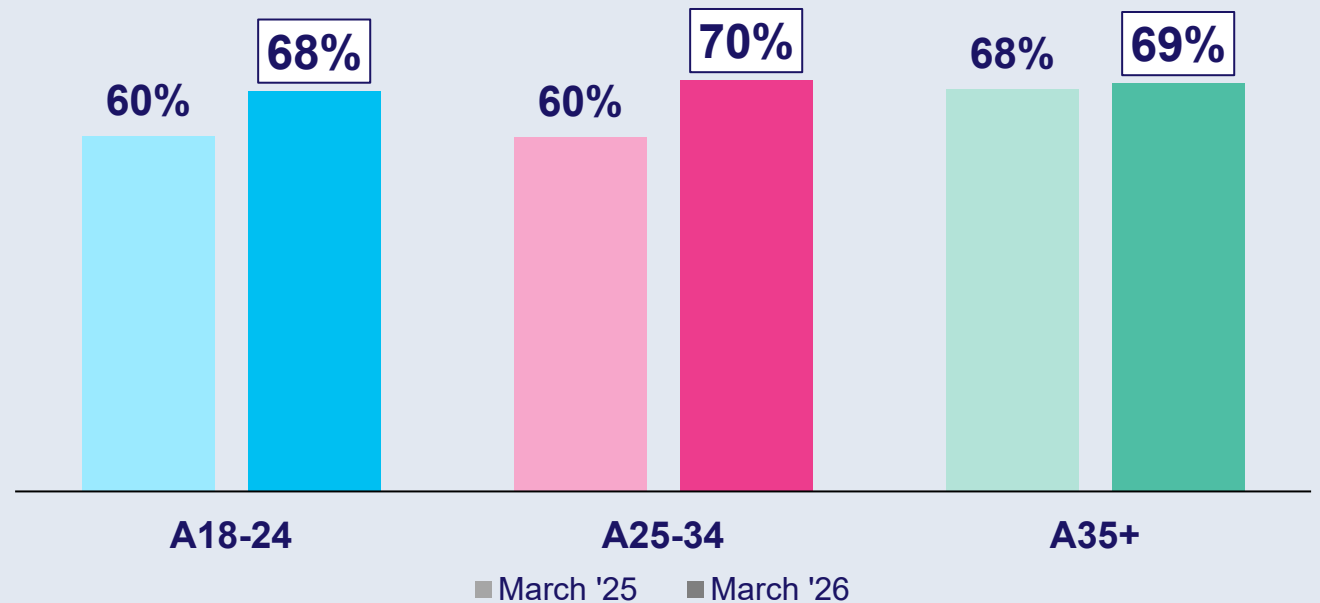
say they like having a break during content

Source: FreeWheel, *Voice of the Viewer: How Ad Experiences Impact Streaming for U.S. Viewers*, 2026.

To balance rising costs, viewers are prioritizing value, increasingly choosing free, ad-supported services as a flexible way to keep watching



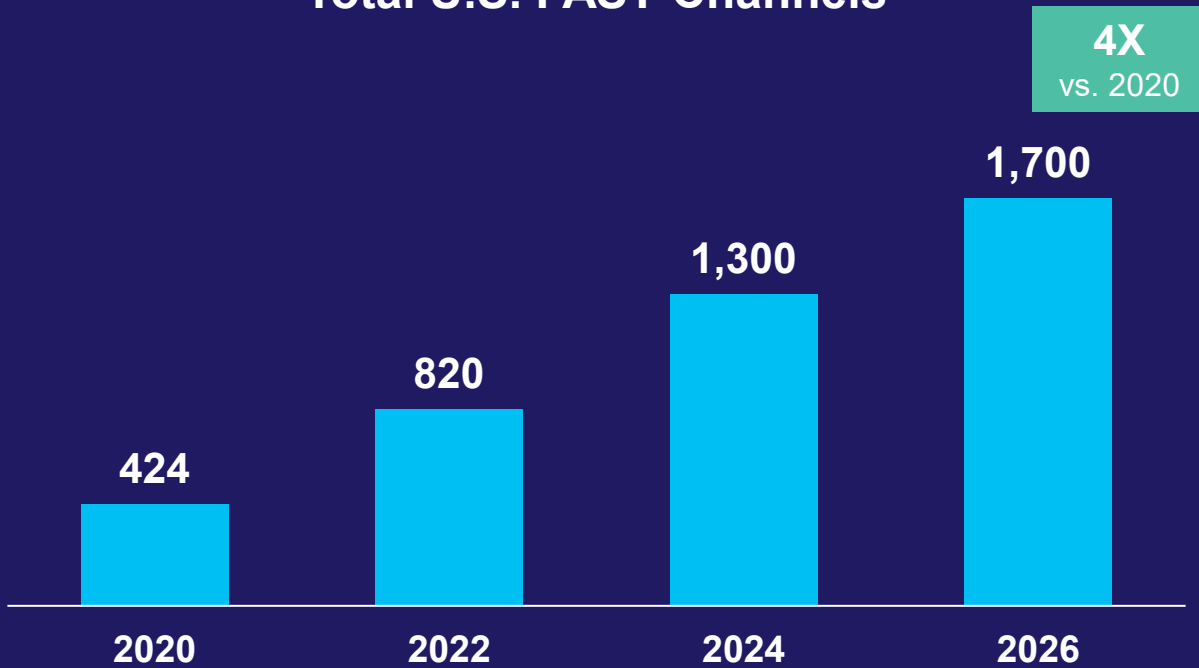
'I prefer streaming free video content with ads / commercials instead of paying for a subscription without ads / commercials'
% of video streamers that agree



Source: VAB analysis of MRI-Simmons March 2025 & March 2026 Cord Evolution Study, A18+. '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'. Download ['Rising Tides: 26 Streaming Insights That Are Impacting Marketing Plans in 2026'](#) for streaming trends.

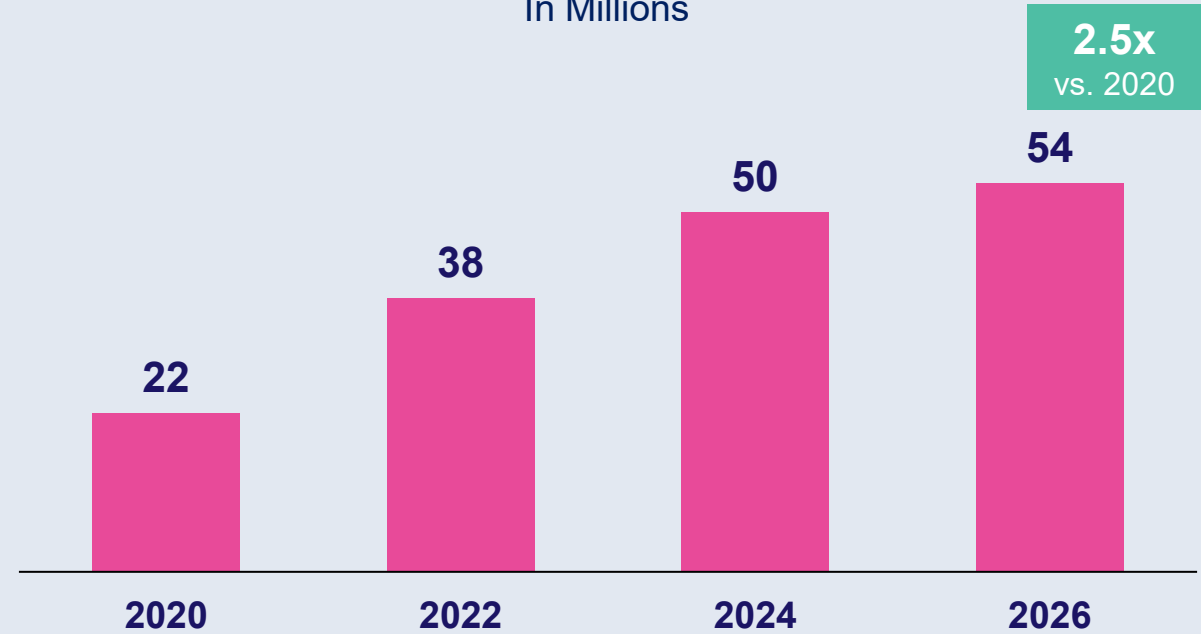
FAST channels and households have quickly scaled in tandem, highlighting strong growth in audience adoption and available content

Total U.S. FAST Channels



Estimated Active U.S. FAST Households

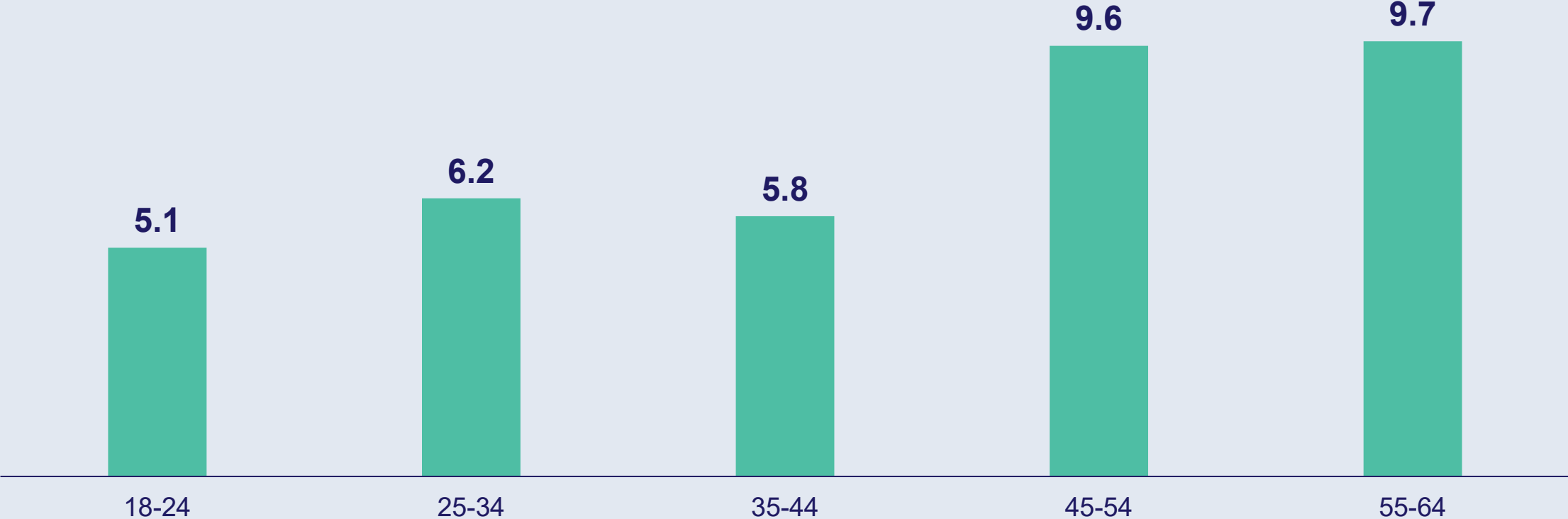
In Millions



Source: Luminate Intelligence, *The State of FAST*, 2026. FASTMaster Intelligence Estimates.

FAST is watched across all groups, but engagement builds with age, peaking among older adults who spend the most time with these channels

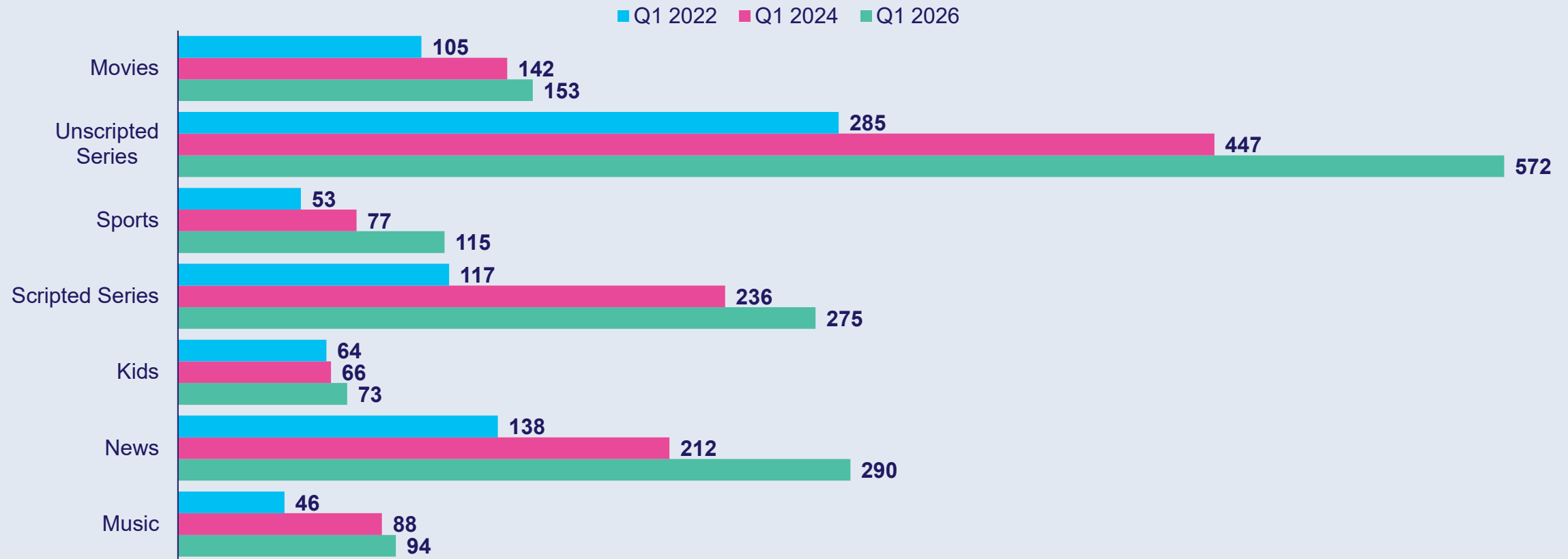
Median Weekly U.S. FAST Viewing Hours, by Age
Among FAST Viewers, Q4 2025



Source: Luminate Intelligence, *The State of FAST*, 2026. Reach3 Insights, FASTMaster Q4 2025 Study (n=1,956 adults 18-64 using at least one FAST service at least weekly).

FAST channel growth is being fueled by unscripted content like reality, lifestyle and game shows, meeting demand for easy, always-on viewing

FAST Channel Supply, by Genre (2020 – 2026)



Source: Luminate Intelligence, *The State of FAST*, 2026. Reach3 Insights, FASTMaster Intelligence Analysis. Note: Channel had to be available on at least one tracked service in each year; Tracked services include LG Channels (2024-26), Peacock (2022-26), Prime Video / Freevee (2022-2026), Roku Channel (2020-26), Samsung TV Plus (2020-26), Tubi (2022-26), Vizio WatchFree+ (2022-26), Xumo (2020-26).

4

From **targeting** to **interactivity** to **AI**, CTV is making ads more **relevant**, more **engaging** and more **effective** at driving **consumer response**



Smarter CTV targeting is improving the ad experience, making ads feel less intrusive and more relevant while driving stronger engagement

64%

of users find targeted CTV ads to be acceptable

Consumer Sentiment Towards Targeted CTV Ads vs. Untargeted Ads

+23%

less likelihood of feeling overwhelmed by ads

+20%

higher likelihood to interact with a CTV ad

+13%

higher likelihood of being interested in finding out more

Interactive CTV ads turn viewers into participants, doubling engagement and significantly boosting brand recall

Interactive Ads Drive Deeper Engagement

2X

**Higher engagement than
non-interactive ads**

+138%

**Higher unaided recall than
non-interactive ads**

Source: LG Ad Solutions / MediaScience, *The Art & Science of The CTV-First Era – Part 2: Consumer Experience*, 2026.

Viewers of long-form streaming content have an appetite for interactive TV and are likely to take action to learn more or make a purchase

Likelihood of Using Interactive TV Features % who are likely to take action*



Source: Philo / Parks Associates, *Unified Streaming: Unlocking Next-Gen Advertising*. Based on vMVPD subscribers. *% likely to take action (Based on rating 5-7 on a 7-pt. scale).

Building on a demand for relevance, viewers are increasingly receptive to AI in streaming, especially when it helps shape the ads they see

66%

Say they are open to AI deciding which ads are shown during the content

50%

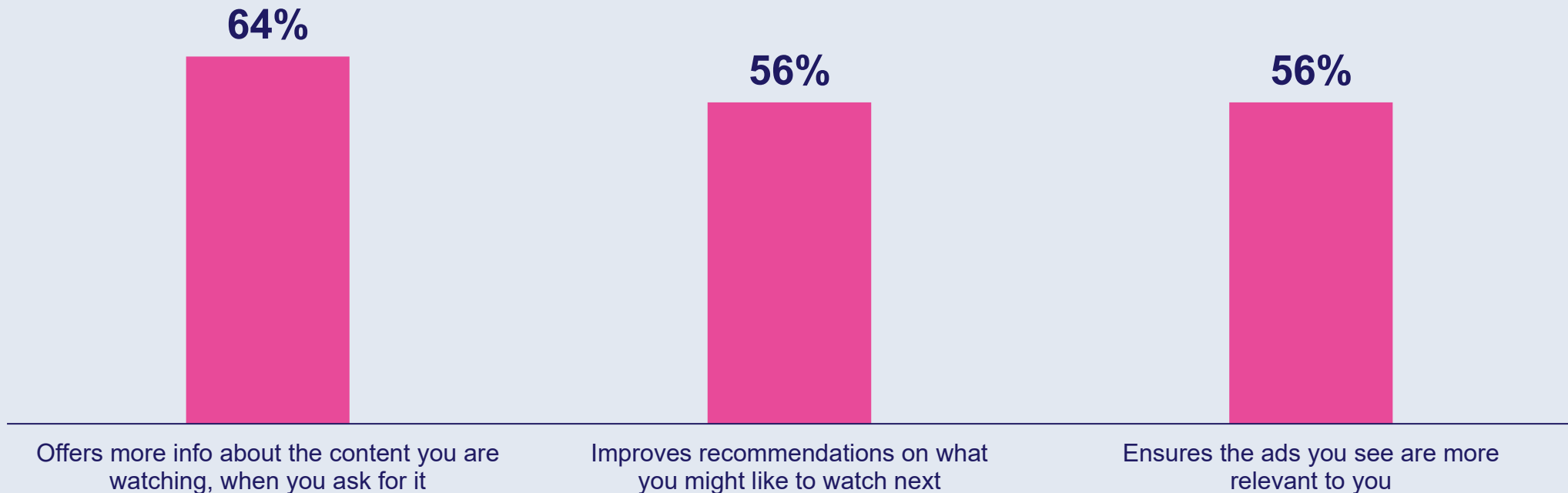
Say they are open to AI being used to create the ads they see during the content

Source: FreeWheel, *Voice of the Viewer: How Ad Experiences Impact Streaming for U.S. Viewers*, 2026.

Viewers see clear value in AI, especially features that enhance discovery, deepen engagement and deliver more relevant ads

Appeal of AI Applications to Enhance the Viewing Experience

% Who Rate Following Features 'Appealing'*



Source: Philo / Parks Associates, *Unified Streaming: Unlocking Next-Gen Advertising*. Based on vMVPD subscribers. *% rating feature appealing (Based on rating 5-7 on a 7-pt. scale).

Key Marketer Takeaways

- ▶ The modern viewing experience is increasingly curated, with audiences mixing streaming services and live TV to maximize choice, value and enjoyment
- ▶ Streaming has become more intentional and immersive through long-form content, centered on the big screen, shared viewing and high engagement that drives deeper connection and cultural conversation
- ▶ Ad-supported streaming is now foundational, with near-universal adoption and growing preference for value-driven, flexible viewing experiences
- ▶ Innovation is elevating the ad experience, as targeting, interactivity and AI make ads more relevant, engaging and effective within a Premium Video environment

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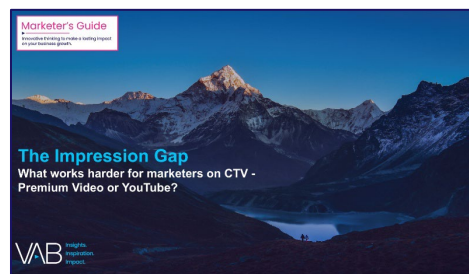
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Rising Tides
26 Streaming Insights That Are Impacting Marketing Plans in 2026



Left To Your Own (Connected) Devices
Examining How Consumers Are Embracing Smart Technology In Their Everyday Lives – Jan '26



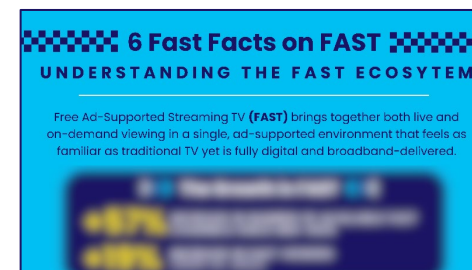
The Impression Gap
What works harder for marketers on CTV – Premium Video or YouTube?



What Is Connected TV?
Defining and Understanding the Connected TV Advertising Ecosystem



Free for All
Understanding the Growth of FAST Through Three Key Questions



6 Fast Facts on FAST
Understanding the FAST Ecosystem (Infographic)

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VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

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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