



Insights

Unlock actionable insights and stay ahead with
by the industry's #1 TV viewing dataset—tailor
and drive meaningful results

**Elevate your strategy
with
unmatched viewership
insights**

your media strategy. Optimize your reach, maximize efficiency, and minimize wasted spend—empowering you to achieve smarter, more impactful results.

State of CTV

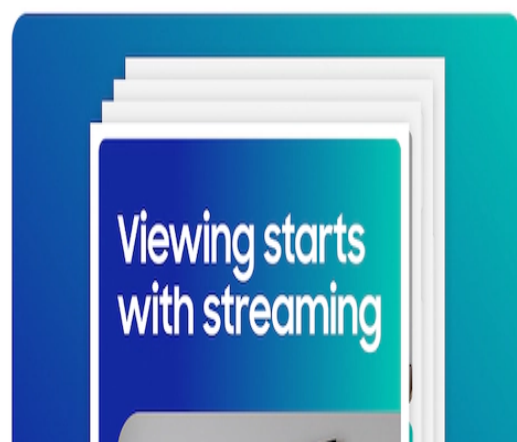
Drawn from first-party data of more than 80 million active smart TVs in the United States, this wide-ranging survey offers a deep, up-to-date look into how audiences are consuming television today. Get actionable insights on how viewer behavior is changing, streaming churn rates, new performance capabilities of CTV, and more.



[GET THE RESEARCH](#)

Viewing starts with streaming

Viewing behaviors are shifting. In fact, research shows that streaming is now the first choice for most Americans when they turn on the TV. In this report, find out why it's time to rethink your media strategy toward a

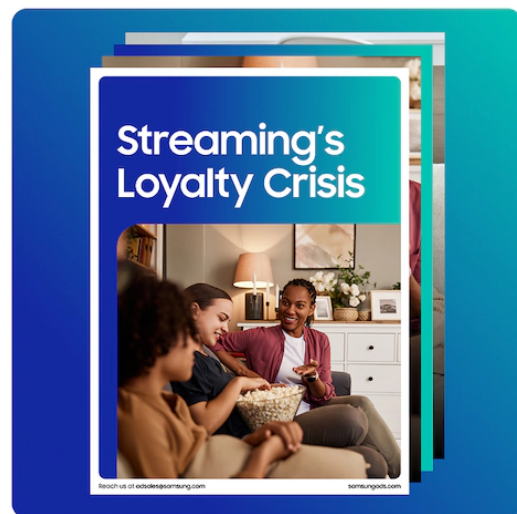




Streaming's loyalty crisis

Consumers today have more than 2,000 streaming services to choose from, which has led to more subscriber churn. This report looks at consumer churn and loyalty, drawing on insights from streaming app usage across more than 74 Million US Samsung TVs.

CURIOUS ABOUT CHURN?



From Connected TV to Conversion TV

incisive, research-backed articles.



THOUGHT LEADERSHIP

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From Broadcast to Buy Now

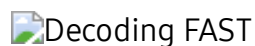
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Decoding FAST

Decoding FAST

As one of the fastest growing viewing options, FAST (free ad-supported streaming TV) is



Gamers in the age of streaming

Gamers in the age of streaming

As the overall TV landscape continues to move to a streaming environment, gamers are leading

know about FAST.

examine gamer behaviors, trends,

Unlock measurable performance

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