Conviva's
State of Streaming

Content Discovery 2021

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Today's consumers have more options than ever before to watch video on myriad screens. With the ever-increasing popularity of social media and new streaming services launching, the world of streaming content consumption is increasingly fragmented. This complexity makes the discovery of new, quality streaming content a challenge for viewers, which is an even bigger challenge for content providers.

This report provides premium streaming publishers a roadmap for how to grow their streaming audience, leverage the power of social media to aid in content discovery, and tap into the $30 billion upside that exists in streaming advertising today—all while better engaging their viewers.

Key focus areas include:

- Social media is a complement, not a competitor, and the most important source of new content discovery.

- Advertising remains a critical way to impact discovery, but the media mix must evolve.

- Word of mouth is the top source for streaming content discovery.

- Streaming service recommendations drive discovery of catalog content.

- Gaming and streaming are on a collision course for competition.
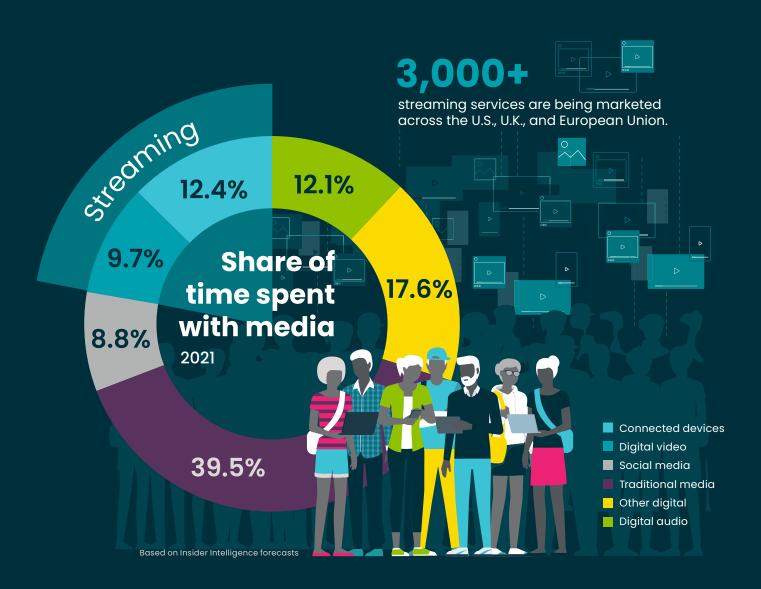
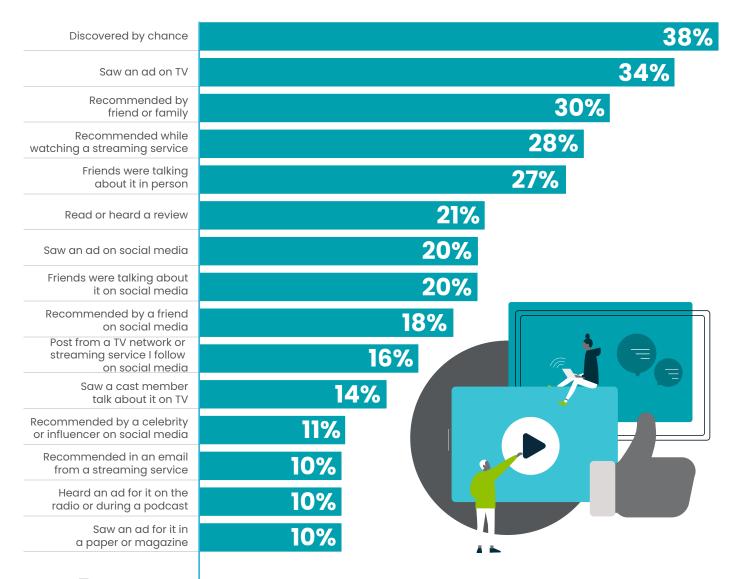- Not all streamers are the same.

Methodology

Data for this report was gathered through research conducted by Dynata between June 10, 2021 and June 14, 2021. The group surveyed was comprised of 2,502 U.S.-based consumers who are over 18 years of age, use social media as well as watch television or other video content through internet streaming, and watch linear television (not streamed from the internet).

Why this study?

Streaming continues to grow rapidly, up 266% globally over the last three years. With a massive 91% of the American population actively streaming and 18% not watching any linear television, having cut the cord completely, streaming will soon be the predominant viewing format. Streaming continues to grow in share of time spent with media, with connected TV and digital video viewing amounting to more than 22% of media consumption and growing each year.

Publishers looking to build their business in a world of streaming are battling for engagement and attention. Today, over 3,000 streaming services are being marketed across the U.S., U.K., and European Union. With so many choices, how do marketers and content teams help surface their content and grow viewership? Marketing strategies need to be adjusted to be top of mind whether a viewer opens their laptop, turns on their phone, or relaxes in front of the big screen.

3,000+

streaming services are being marketed across the U.S., U.K., and European Union.

Streaming

Share of time spent with media
2021

- 12.4%
- 12.1%
- 9.7%
- 17.6%
- 8.8%
- 39.5%

Legend:
- Connected devices
- Digital video
- Social media
- Traditional media
- Other digital
- Digital audio

Based on Insider Intelligence forecasts

Discovery Source	Percentage
Discovered by chance	38%
Saw an ad on TV	34%
Recommended by friend or family	30%
Recommended while watching a streaming service	28%
Friends were talking about it in person	27%
Read or heard a review	21%
Saw an ad on social media	20%
Friends were talking about it on social media	20%
Recommended by a friend on social media	18%
Post from a TV network or streaming service I follow on social media	16%
Saw a cast member talk about it on TV	14%
Recommended by a celebrity or influencer on social media	11%
Recommended in an email from a streaming service	10%
Heard an ad for it on the radio or during a podcast	10%
Saw an ad for it in a paper or magazine	10%

Top sources of discovery for streaming content

% of respondents who reported discovering streaming content via each activity

How viewers discover content can be a mystery, even to them, as 38% viewers report they found a new show "by chance" but advertising is also key, as are recommendations from friends and family or within the streaming service itself. Helping consumers discover new content on your service translates to engagement. Ultimately, the more a publisher can engage their viewer, the more likely that viewer will continue to subscribe but also the longer they will watch, which means to more opportunities to monetize their consumption via advertising.
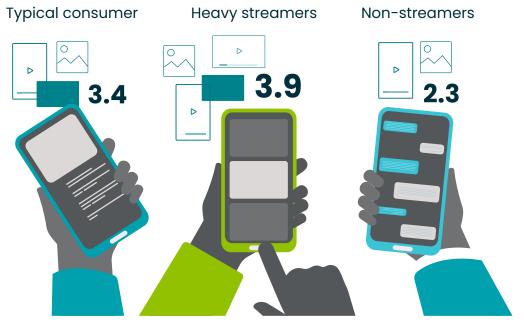
Ultimately, content discovery builds audience which is the path to monetization for streaming publishers. Walled gardens like Netflix, Amazon, Apple, Facebook, and Google have dominated the digital advertising landscape, but premium publishers are fighting back. Streaming video represents an incredible opportunity for the publisher ecosystem to recapture subscription dollars and, even more importantly, ad dollars from the world's biggest brands and agencies. With streaming services on the rise globally, publishers are in position to reclaim their throne as the benchmark for quality in both content and digital advertising, attract increasingly larger audiences, and capture rising ad dollars from the world's best and biggest brands.

Growing your streaming audience: six paths to content discovery

1 **Social media is a complement, not a competitor, and the most important source of new content discovery.**
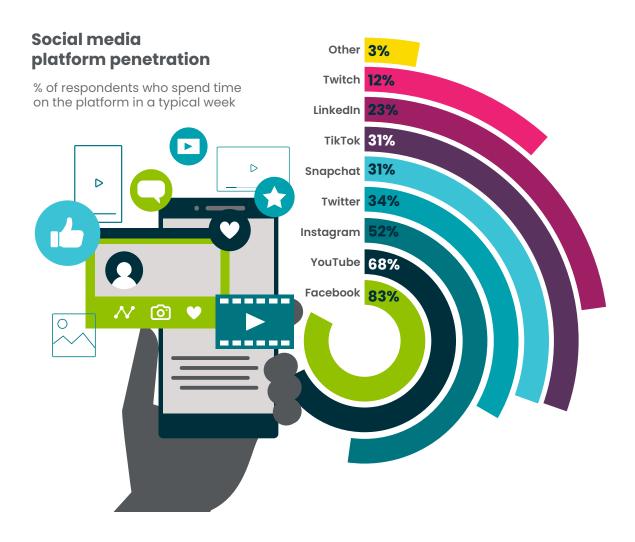
Your heaviest streamers are also the most active on social media. Consumers that streamed a high amount of content were active on almost twice as many social media platforms as low or non-streamers and also interacted more on social media, completing more activities such as posting, sharing, liking, and viewing video. Combining this reality with the fact that social media is one of the most important sources of discovery and re-engagement makes building out a comprehensive social media marketing plan an absolute must for content providers.

Typical consumer	Heavy streamers	Non-streamers
3.4	3.9	2.3

Average number of social media platforms used

With now more than 4.48 billion social media users globally, the last 20 years have seen social media grow from niche online communities to global town squares with users of all ages logging in daily to connect with friends, seek out news and information, or entertain themselves by watching videos.
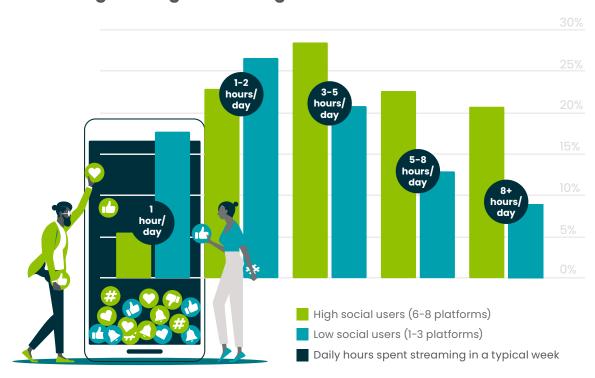
Facebook continues to dominate social media, with 83% of the respondents reporting spending time on the platform in a typical week. YouTube was second at 68%, followed by Instagram at 52%, and Twitter at 34%. Newer platforms TikTok and Snapchat each saw 31% of respondents using them in a typical week as LinkedIn at 23% and Twitch at 12% rounded out the top platforms. It is unsurprising that video continues to engage as four of the most popular social platforms are video-centric.

Social media platform penetration

% of respondents who spend time on the platform in a typical week

Platform	%
Other	3%
Twitch	12%
LinkedIn	23%
TikTok	31%
Snapchat	31%
Twitter	34%
Instagram	52%
YouTube	68%
Facebook	83%

Although there has been competition between streaming publishers and social media platforms for eyeballs, it's clear that social media is highly valuable to the streaming video industry—and social and streaming video are truly synergistic. These social platforms combined are the top information source among younger consumers, aged 18 to 34, with two-thirds agreeing that social media has a lot of useful information about TV, movies, or shows.

There is also a direct correlation between high social media usage and high streaming video consumption. High social media users are more than twice as likely to spend more than eight hours per day streaming, while the converse is true for low social media users who are three times more likely to watch just one hour per day.

Streaming viewing time for high vs low social media users

High social users (6-8 platforms)
Low social users (1-3 platforms)
Daily hours spent streaming in a typical week

As heavy social media users translate to heavy streamers, it can be illuminating to understand where they are streaming. Netflix has a clear stranglehold with 93% of heavy social users reporting that they stream on the platform, but the next five top streaming publishers also have a clear dominance with over half of heavy social users reporting that they stream on Amazon Prime, YouTube, Disney+, Hulu, and HBO Max.

Because publishers are in the crux of the war for attention, marketing strategies need to be both wide and deep. Traditional media channels can tap into a wide audience who might currently watch less streaming content, while social media can be highly targeted and personalized to your most important audiences. And since heavy users of social media and streaming media tend to consume more content and a more diverse set of content, marketers have great opportunities to reach their most valuable audiences.

Streaming services by high social platform users

1 NETFLIX	2 prime video	3 ▶ YouTube
92.9%	**78.2%**	**76.2%**

4 Disney+	5 hulu™	6 HBO max
68.6%	**60.6%**	**58.7%**

7	AppleTV+	39.2%		18	AMC	21.0%
8	Peacock	38.3%		19	Sling TV	19.1%
9	Roku	36.9%		20	NBA League Pass	18.2%
10	Discovery+	35.2%		21	Vudu	17.9%
11	ESPN+	33.9%		22	IMDBTV	13.8%
12	Paramount+	31.4%		23	CW Seed	13.1%
13	Pluto TV	28.3%		24	Fandom	10.3%
14	Google TV	27.8%		25	Xumo	10.0%
15	Tubi	27.5%		26	DAZN	8.7%
16	Crackle	23.8%		27	Fubo	8.7%
17	A&E	22.7%		28	Vix	6.9%

As the world of streaming evolves, social media is both a promotional tool and a valid distribution channel in its own right. Social media is not only where consumers go to learn about new entertainment, but it's also where people go to consume streaming video. In fact, of the top eight social media platforms, half of them offer video content exclusively and the rest support video. By producing video content for social media to promote shows or streaming services, you're much more likely to reach new audiences and retain the ones you have.

Watching videos ranked among the top activities on social media, with nearly three in five social media users saying they watch at least one minute of a video in a typical week and half saying they watch a full video. Consumers who agreed with "social media has a lot of good information on shows and movies" were also 78% more likely to discover content by engaging with shows on social media.

Staying active on social media

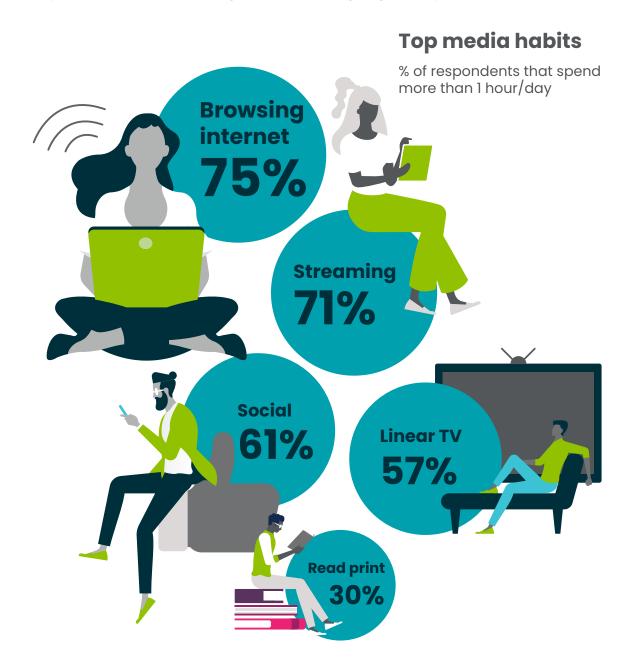% of respondents reported social media activities in a typical week

Activity	%
Looked at posts from friends	62%
Liked a post	59%
Watched at least one minute of a video	58%
Commented on a post	51%
Watched a full video	50%
Sent a direct message to someone	49%
Posted something on your account	43%
Shared a video with a friend	36%
Clicked an ad to get more info or buy something	30%
Looked at posts from a TV network or show	26%
Looked at posts of a celebrity or influencer	25%
Participated in a group	23%
None of the above	7%

2 **Advertising remains a critical way to impact discovery, but the media mix must evolve.**

Advertising is a popular method for discovery of streaming content as 52% of respondents confirmed it played a key role in their discovery process, behind only word of mouth. While advertising remains critically important, the mix of advertising, targeting techniques, and creative units must evolve to reflect modern media habits and practices among streamers of all ages.
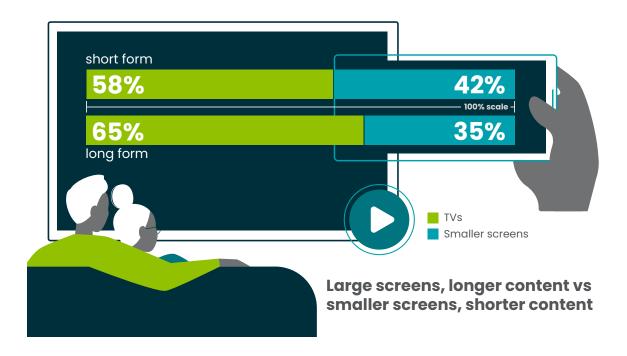
General web browsing is still the most common activity among consumers as 75% of respondents said they browse the internet for more than an hour per day while 38% reported browsing more than three hours per day. As such, the web should remain a dominant part of the paid ad mix, but audience segmentation and targeting can help make it more efficient.

Top media habits

% of respondents that spend more than 1 hour/day

Browsing internet
75%

Streaming
71%

Social
61%

Linear TV
57%

Read print
30%

Video still captures the most extended attention from viewers as streaming led in respondents who spent more than three hours per day with 45%, while 71% of respondents reported viewing more than one hour per day. New technology and emerging data sources for streaming viewers allow content owners to aggregate streaming audiences by genre like sports, news, sci-fi, drama, reality, or horror, then enhance these genre audiences with demographic, technographic, geographic, and even Experian Mosaic segments. Widely available audience web targeting criteria can then be used to support a more intelligent, effective buy.

The creative mix is also a critical dimension in streaming discovery through advertising. By combining device targeting capabilities with streaming media consumption patterns, marketers can create a roadmap for creative execution. The most important dimensions of this concept are big screen versus small screen. Up to 65% of long-form video is still consumed on the big screen. This suggests that 30-second ad creatives remain viable and also offer more creative freedom. Conversely, five- to 10-second ad units are better for smaller devices where 42% of shorter content is consumed on mobile phones.

Social media platforms are the next most important piece of media mix. With 61% of viewers on social media more than one hour per day and 33% on more than three hours per day, social media is a vital reach vehicle that content creators can control with relatively predictable outcomes via ad spend. Many marketers look at social media as primarily an influencer or organic platform, but most social media platforms are ad-supported and routinely innovate with new creative ad units, such as Twitter's Like to Remind. To help dial in the proper spending mix, the research provides guidance on where and what to buy. While Facebook and YouTube are "must buys" for many campaigns, there are six other social media platforms that have double-digit reach, ranging from Twitch's 12% to Instagram's 52%. Each one offers a unique audience and innovative creative to help drive viewership.

short form

58% **42%**

100% scale

65% **35%**

long form

TVs
Smaller screens

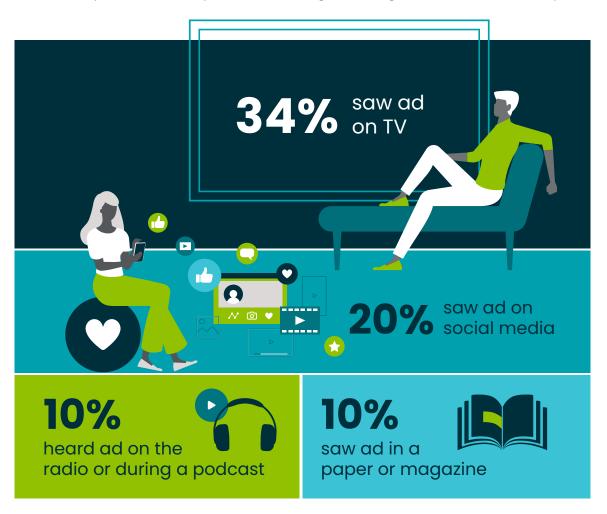**Large screens, longer content vs smaller screens, shorter content**

Social media drives engagement, even with ads. In a typical week, 29% of viewers mentioned they engage with ads, yet at the same time 33% recall seeing no ads at all. This suggests a greenfield opportunity for social media advertising that can help content providers drive discovery ahead of competition. Social media platforms often inherently determine which creatives are necessary. For example, Twitter generally has concise text and Instagram has a heavy use of images. Both of these creative formats might seem at odds with use to promote streaming video, but both are actually key sources of discovery for new video content.

Ultimately, when it comes to which medium to invest in for the most successful advertising, most respondents reported seeing an ad on TV, followed by 20% saying they saw the ad on social media. Only 10% said a podcast ad or ad in a newspaper or magazine influenced what to watch. Advertising offers significant control to marketers and one of the best ways to ensure content discovery as 49% of viewers agree or strongly agree that "they pay attention to ads for shows and movies."

Top advertising sources of streaming content discovery

% of respondents who reported discovering streaming content via each activity

34% saw ad on TV

20% saw ad on social media

10% heard ad on the radio or during a podcast

10% saw ad in a paper or magazine

3 Word of mouth is the top source for streaming content discovery.

59% of respondents say they discovered the content they recently watched for the first time through word of mouth, chatting with or seeing social media posts from friends, family, or influencers. Tapping into word-of-mouth marketing strategies to spark interest and discussion is critical for streaming content providers to gain widespread market awareness and supercharge streaming content discovery.

How content recently streamed for the first time was discovered

Word of mouth
59%

Advertising
52%

Social media
49%

Via streaming service
43%

50% of survey participants agreed that they both like to talk about TV shows and movies with their friends and family and actively recommend them. Developing strategies to get your audience to share and recommend your platform or content is critical for the success of a streaming service today. While word of mouth can seem like one of the more difficult discovery paths to control for marketers, as consumers increasingly interact on social media it can be easier to monitor and measure the conversation.

Marketers can leverage data to identify the people best suited to recommend shows through audience segmentation. It's critical to engage with hardcore viewers as they're most likely to be the ones who recommend viewing a show to their friends. 90% of viewers that most heavily over-index on streaming and social content consumption said that they often recommend shows and movies to friends and family members. To turn this segment into advocates for your specific show or service, engage with them or give them some type of exclusive experience. While you might have tried tactics like a swag pack from a new show or hosting a private watch party for influencers and celebrities, tapping into your actual users is more authentic and incentivizes people to share their experience without the promise of any exchange of goods.

Outside of audience segmentation, social and digital marketing content is another great way to engage audiences and get people to talk about your show or service in replies and comments. Shareable social media posts can seed discussions and expand your reach as people share the content within their own social networks and friend groups, especially with posts that spark a strong reaction (e.g., Who is your favorite Avenger? Wrong answers only.).

Recommendations are also highly valuable because they can drive discovery of catalog content, even when you're not promoting it. Legacy shows can be a major driver to your service, often offering a built-in audience of engaged fans that keep the conversation alive, as seen in the recent ranking of top streaming shows on social media. A large segment of your potential audience can be exposed to various ads promoting the latest piece of content or the hits in your catalog, but it's the fans who maintain conversations around content you're not actively promoting that can bring in new viewers to binge content and catch up with their friends.

Word of mouth continues to be one of the most valuable forms of marketing in any industry, and the streaming video industry is no exception. Between recommendations, just talking with friends, or even seeing social buzz, viewer discovery is driven by interactions with others they trust. As commoditization creeps into the industry, people figure out what to choose by asking one another. Sharing is ingrained in human nature and easier than ever before thanks to the growth of smartphones and social media.

20%
Friends were talking about it on social media

27%
Friends were talking about it in person

30%
Recommended by a friend or family member

18%
Recommended by a friend on social media

11% **Reommended by a celebrity or influencer on social media**

Top word-of-mouth sources of streaming content discovery

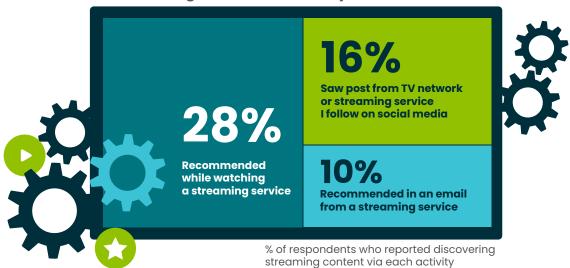% of respondents who reported discovering streaming content via each activity

4 Streaming service recommendations drive discovery of catalog content.

Viewers today don't just come to streaming services for the hits their friends are talking about; they like to browse and discover new content that the service bubbles up for them, with 43% of streamers discovering content through recommendations from their streaming services while watching or via email. Owning your algorithm to provide relevant recommendations and providing rich content recommendation experiences through segmentation can drive deeper engagement within a catalog.

Netflix and TikTok are often cited as excellent examples of quality recommendations and curation—and it's no wonder they drive amazing engagement with so much time and money spent developing their algorithms. Viewers expect to be served up new content and if recommendations are personalized and relevant, they will watch. 41% of all streaming viewers and 89% of viewers in the segment that most heavily over-indexes on streaming agreed with the statement "I frequently watch what is recommended to me when I start up the streaming service." And 47% of streamers agreed that recommendations by streaming services are usually very good. Given that viewers are so receptive to these recommendations, it's essential for streaming services to invest in personalization algorithms to drive viewers deeper into the content catalog.

But where do you start? Use insights from top-performing content to inform marketing. What are the content themes, series, or celebrities in top performing content? Who are the types of people consuming this content? You might be surprised by the audience segments when you layer demographics with content consumption. You can also test and learn from playlists. Serve different cohorts of people distinct content recommendations. Then use data to measure the impact of these playlists and recommendations on the viewing experience, such as time spent, average episodes per sitting, week-over-week retention, and then refine the playlists over time for the best user experience.

Top streaming service recommendation sources of streaming content discovery

28%
Recommended while watching a streaming service

16%
Saw post from TV network or streaming service I follow on social media

10%
Recommended in an email from a streaming service

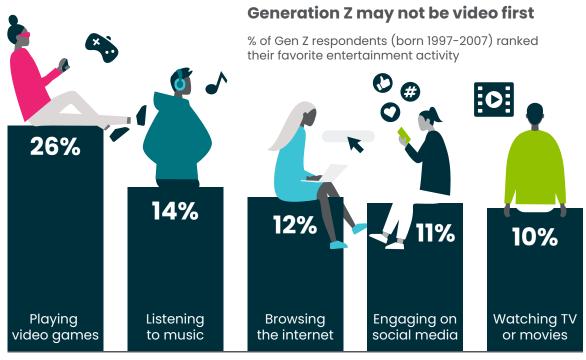% of respondents who reported discovering streaming content via each activity

5 Gaming and streaming are on a collision course for competition.

While social media has evolved as a complement to streaming, today gaming is a competitor with gaming time cannibalizing streaming time. However, looking at the evolution of newer television genres, gaming also has significant promise as a new genre of video content via influencers, live-streamed esports, movies, TV shows, and more. For streaming companies that approach gaming with that mindset, it's possible to turn this growing competition into a complement to their business.

25% of consumers agree they "would rather play video games than watch TV" and heavy video viewers are actually even more emphatic about their love of the video games over streaming video with 35% agreeing they'd rather be gaming. Even more concerning for streaming businesses, this trend is driven by younger generations. A recent Deloitte study asked Gen Z about their favorite entertainment activity. Gaming was first; watching TV and movies came in last.

If you need any further encouragement or evidence, Netflix recently announced an aggressive move into gaming, but there's still plenty of time to catch up and turn the massive amount of gaming content into streaming video content.

Generation Z may not be video first

% of Gen Z respondents (born 1997–2007) ranked their favorite entertainment activity

26%	14%	12%	11%	10%
Playing video games	Listening to music	Browsing the internet	Engaging on social media	Watching TV or movies

Source: Deloitte Digital Media Trends, 15th Edition

There is historical precedent for translating content into new forms to keep it relevant as media evolves and becomes outdated. For instance, as radio and print media, including comic books, gave way to the age of television, Marvel and DC Comics adapted by licensing rights to shows and movies that produced massive hits in the 1950's and remain a staple of 21st-century entertainment. Gaming could follow a similar path.

While gaming isn't even ranked as a TV genre today, it very well could be, and for streaming companies that approach gaming with this mindset, it's entirely possible to turn this competitive threat into a healthy complement.

Genres watched at least once/week
% of high consumers (5+ hours/day)

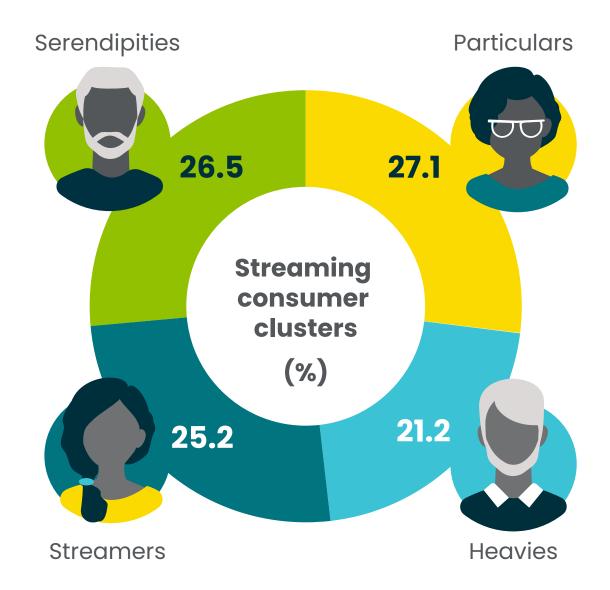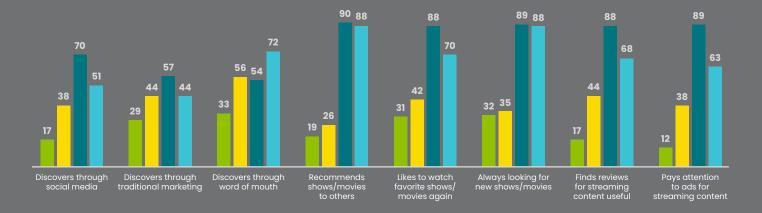| Genre	%
Drama/crime	81
Comedy	79
News/opinion	71
Scifi/fantasy	64
Documentaries	62
Music videos	60
Reality/competition	59
Romance	59
Sports	55
Talk shows	51

6 **Not all streamers are the same.**

Publishers need to understand the different customers that exist to understand how to apply these insights methodically and profitably. In this study, we uncovered four vital segments of Serendipities, Particulars, Heavies, and Streamers. For publishers, understanding each persona and their value is vital to success in this highly competitive world.

Clusters of respondents were identified among consumers, based on inputs including demographics and media consumption, panelists' streaming preferences, and streaming source preferences. Four clusters were chosen as the best balance between group coherency and substantively valuable clusters and named for their relevant attributes. The clusters identified are: Serendipities, Particulars, Heavies, and Streamers.

Serendipities   Particulars

26.5   **27.1**

Streaming consumer clusters (%)

25.2   **21.2**

Streamers   Heavies

Bar chart categories (left to right), with values per bar (green, yellow, teal, cyan):

- **Discovers through social media**: 17, 38, 70, 51
- **Discovers through traditional marketing**: 29, 44, 57, 44
- **Discovers through word of mouth**: 33, 56, 54, 72
- **Recommends shows/movies to others**: 19, 26, 90, 88
- **Likes to watch favorite shows/movies again**: 31, 42, 88, 70
- **Always looking for new shows/movies**: 32, 35, 89, 88
- **Finds reviews for streaming content useful**: 17, 44, 88, 68
- **Pays attention to ads for streaming content**: 12, 38, 89, 63

Serendipities
age: 56 | income: 70K

Hours per day
- Social networking: 2.5
- Streaming video: 3.8
- Watching linear TV: 2.9

27%

Particulars
Hours per day
- Social networking: 2.2
- Streaming video: 2.6
- Watching linear TV: 2.6

age: 47 | income: 69K

70%

Streamers
age: 34 | income: 64K

Hours per day
- Social networking: 3.2
- Streaming video: 4.0
- Watching linear TV: 2.2

76%

Heavies
age: 43 | income: 89K

Hours per day
- Social networking: 5.8
- Streaming video: 5.7
- Watching linear TV: 4.7

42%

Diving into what attributes epitomize each cluster reveals opportunities to target those consumers resulting in increased viewership.

Serendipities (26.5%)

Serendipities are fairly indifferent about how they find the content they watch with the lowest scores in all discovery channels but put the most weight (33%) on word of mouth when it comes to discovering new content. They are most likely to report that they stumbled upon the programming they consume by accident, or at least are disconnected from what may be driving them to the content. They spent an average of two to three hours per day each on social media and linear TV and about four hours streaming video. They are the oldest segment, averaging 54, and mostly male at 73%.

Top streaming platforms

Netflix	48.1%
YouTube	38.7%
Amazon Prime	37.4%
Hulu	23.8%
Disney+	22.1%
HBO Max	17.3%
Peacock	15.5%
Tubi	13.2%
Roku	13.1%
Pluto TV	11.2%

Top social platforms

Facebook	78.8%
YouTube	54.2%
Instagram	32.7%
Twitter	25.0%
Snapchat	16.4%
TikTok	15.1%
LinkedIn	13.8%
Other	6.1%
Twitch	5.1%

Particulars (27.1%)

Particulars spent the least amount of time on social media at 2.2 hours and consumed the least video overall, just over five hours a day—but especially less streaming at just 2.6 hours—of any of the other clusters. Mostly middle-aged women, averaging 47 years of age, this group is more engaged in finding new content than the Serendipities, and are generally well influenced by word of mouth (56%), traditional marketing (44%), and reviews (44%). 42% like to watch their favorite shows and movies again and again so reengaging them with their favorite content would be beneficial.

Top streaming platforms

Netflix	64.7%
YouTube	47.4%
Amazon Prime	45.8%
Hulu	39.3%
Disney+	26.9%
Roku	19.5%
HBO Max	7.4%
Peacock	15.0%
Tubi	10.1%
Discovery+	10.1%

Top social platforms

Facebook	83.2%
YouTube	55.3%
Instagram	45.1%
TikTok	23.0%
Snapchat	21.8%
Twitter	19.1%
LinkedIn	16.2%
Twitch	4.4%
Other	3.1%

Heavies (21.2%)

This group not only reported spending the most time out of all the clusters on social media (5.8 hours), streaming video (5.7 hours), and watching linear TV (4.7 hours), but also really liked watching their favorite content over again. They were the most likely of all segments to discover content through channels outside of word of mouth as well as recommend shows and movies to others. They are actively looking for new shows and movies to watch themselves, often finding reviews and ads to be helpful. This group is mostly younger, averaging 43, higher income, making an average of $89,000, and more likely to be male.

Top streaming platforms

Netflix	80.8%
YouTube	70.8%
Amazon Prime	67.8%
Disney+	60.2%
Hulu	51.8%
HBO Max	50.5%
Discovery+	34.4%
ESPN+	33.1%
AppleTV+	32.8%
Peacock	28.9%

Top social platforms

YouTube	86.4%
Facebook	83.8%
Instagram	75.3%
Twitter	61.1%
TikTok	55.3%
Snapchat	54.0%
LinkedIn	42.7%
Twitch	33.2%
Other	1.6%

Streamers (25.2%)

This segment had the second highest use of social media at 3.2 hours a day and watched almost twice as much streaming video as linear TV. They were fairly likely to discover programming through social media and traditional marketing, but were the most likely of all clusters to discover content through word of mouth at 72%. Streamers are always looking for new content, motivated by reviews, and 63% paid attention to ads for streaming content. Streamers were the youngest, averaging 34, and most likely to be female of all the segments.

Top streaming platforms

Netflix	80.8%
YouTube	70.8%
Amazon Prime	67.8%
Disney+	60.2%
Hulu	51.8%
HBO Max	50.5%
Discovery+	34.4%
ESPN+	33.1%
AppleTV+	32.8%
Peacock	28.9%

Top social platforms

YouTube	86.4%
Facebook	83.8%
Instagram	75.3%
Twitter	61.1%
TikTok	55.3%
Snapchat	54.0%
LinkedIn	42.7%
Twitch	33.2%
Other	1.6%

Tapping the biggest potential: Heavies and Streamers

The Heavies offer the biggest potential to tip engagement in your favor. Not only do Heavies spend the most time out of all the clusters on social media and streaming video and they discover content in a variety of ways, but they also have a higher income. With the right tactics, Heavies can contribute to your share of wallet in a way that no other cluster can—and because they are very likely to recommend shows and movies to others, they can also become your biggest advocates.

Streamers also have high potential as the youngest segment because the younger the age group, the higher their engagement with video content and social media. Streamers watch twice as much streaming as linear TV, are fairly likely to discover programming through social media and traditional marketing, and actually pay attention to ads. They might take a bit more work to reach and don't have as high of earnings as other groups today, but by learning more about Streamers through audience segmentation and developing targeted campaigns to reach them, there's a very good chance that they will tune in, continue to watch, and become lifelong proponents.

Conclusion

As people embrace streaming as their main source of entertainment, publishers will increasingly develop more content and it will be even harder for marketers and content teams to stand out and command attention and engagement. But, as we've shown in this report, six main tactics can give you a leg up:

- Smart social media strategies that include video are essential for new content discovery.

- Advertising remains critical, but you must adjust the mix of advertising, targeting techniques, and creative units.

- Word of mouth is the top source for streaming content discovery, and strategies to engage your biggest fans are integral to any campaign.

- Providing rich content recommendation experiences through segmentation can drive deeper engagement within a catalog.

- Gaming can be turned from growing competition into a complement with the right mindset.

- With segmentation, you can better understand your different customers and apply these insights methodically and profitably.

CONVIVA

Conviva is the intelligence cloud for streaming media. Powered by our patented Stream Sensor™ and Stream ID™, our real-time platform enables marketers, advertisers, tech ops, engineering, and customer care teams to build, engage, and monetize their audiences. Conviva is dedicated to supporting brands like CCTV, DAZN, Disney+, Hulu, Paramount+, Peacock, Sky, Sling TV, TED, and WarnerMedia as they unlock the incredible opportunity in streaming media. Today our platform processes nearly 2 trillion streaming data events daily, supporting more than 500 million unique viewers watching 200 billion streams per year across 4 billion applications streaming on devices. Conviva ensures digital businesses of all sizes can stream better—every stream, every screen, every second.

Any Questions? Visit www.conviva.com or contact Conviva at pr@conviva.com.

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