

UPDATED April 2023

# TV advertising

What every marketer  
should know

LIQUID  
STUDIOS





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PART ONE

# TV viewing: the facts

SO WHAT ARE THE FACTS?



# Summary – TV Viewing: the facts

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- In 2022, we watched **2h, 41m** of broadcaster TV each day.
- BVOD represents **28%** of all broadcaster TV viewing for 16-34s
- TV advertising accounted for **84%** of the video advertising we saw each day in 2022, and **56%** for 16-34s.

Sources: please see notes



House of the Dragon - Sky

# TV viewers have never had it better

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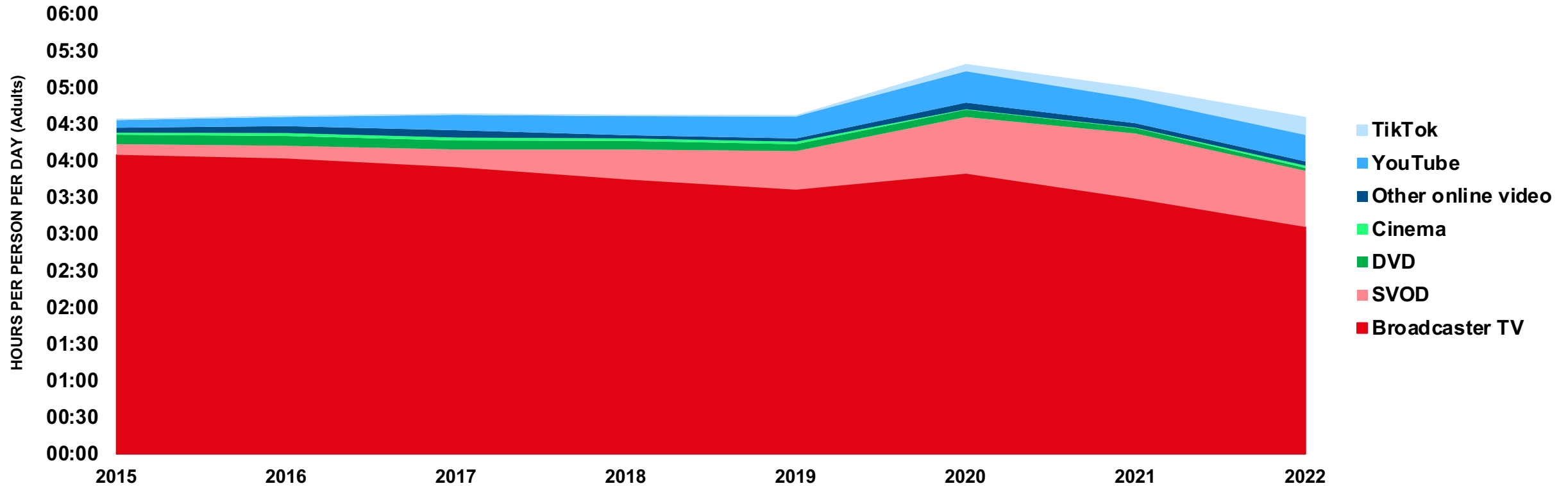
- **71.5%** of main TV screens 40” or bigger
- **81%** have access to broadcaster VOD on TV set

Source: Barb, Touchpoints, Thinkbox estimates



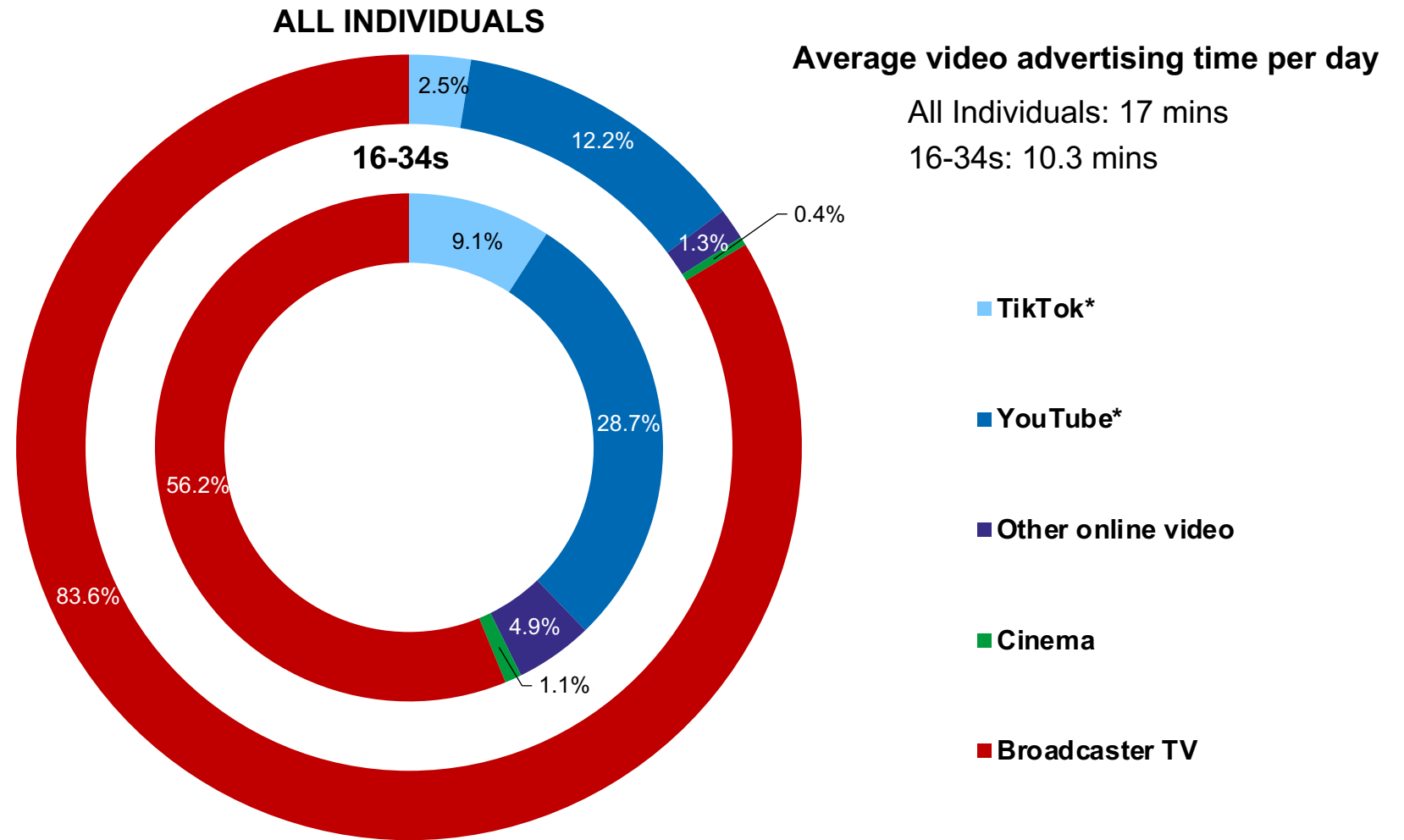
LG Televisions - Mega

# Video viewing has reverted to pre-pandemic levels



Source: IPA TouchPoints, Adults, Average of Wave 1 and Wave 2 2022, Barb and Broadcaster data

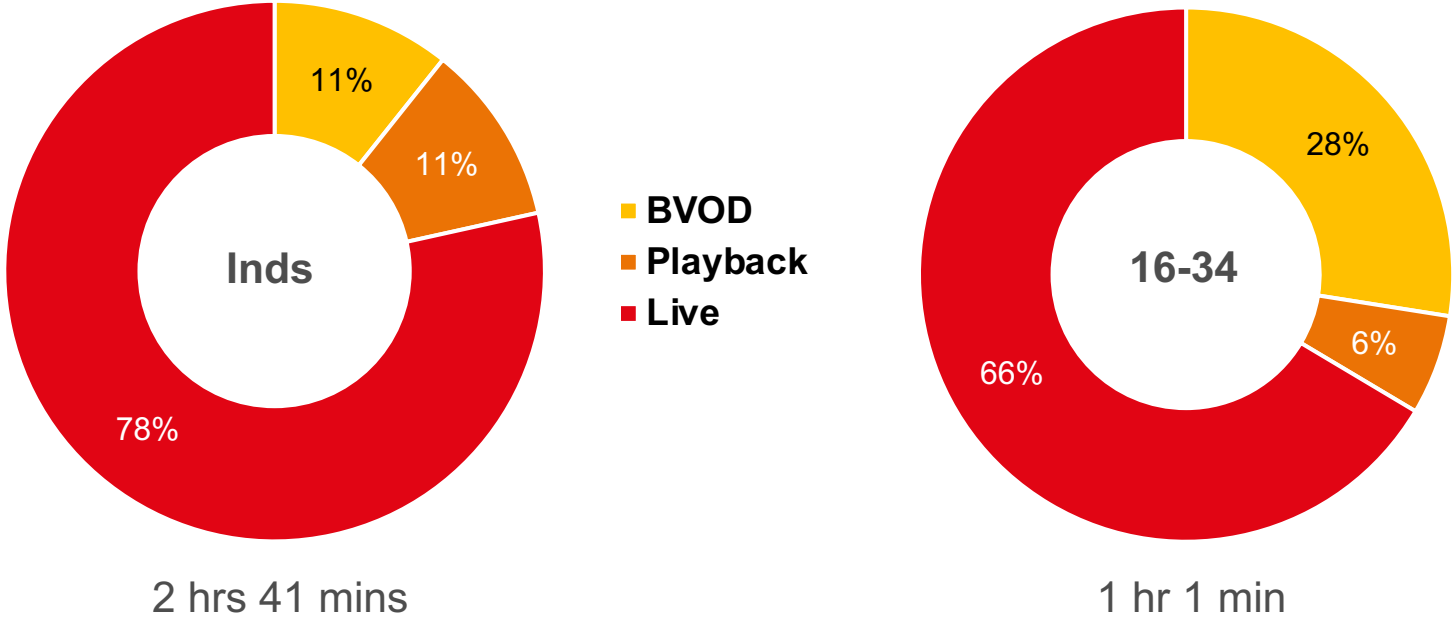
# Broadcasters account for nearly 85% of all video advertising



Source: 2022, Barb / Broadcaster stream data / IPA TouchPoints 2022 / UK Cinema Association / ViewersLogic to model OOH viewing time \* YouTube ad time modelled at 4.1% of content time, TikTok ad time modelled at 3.4% of content time using agency and broadcaster data, Other online modelled at 4% of content time)

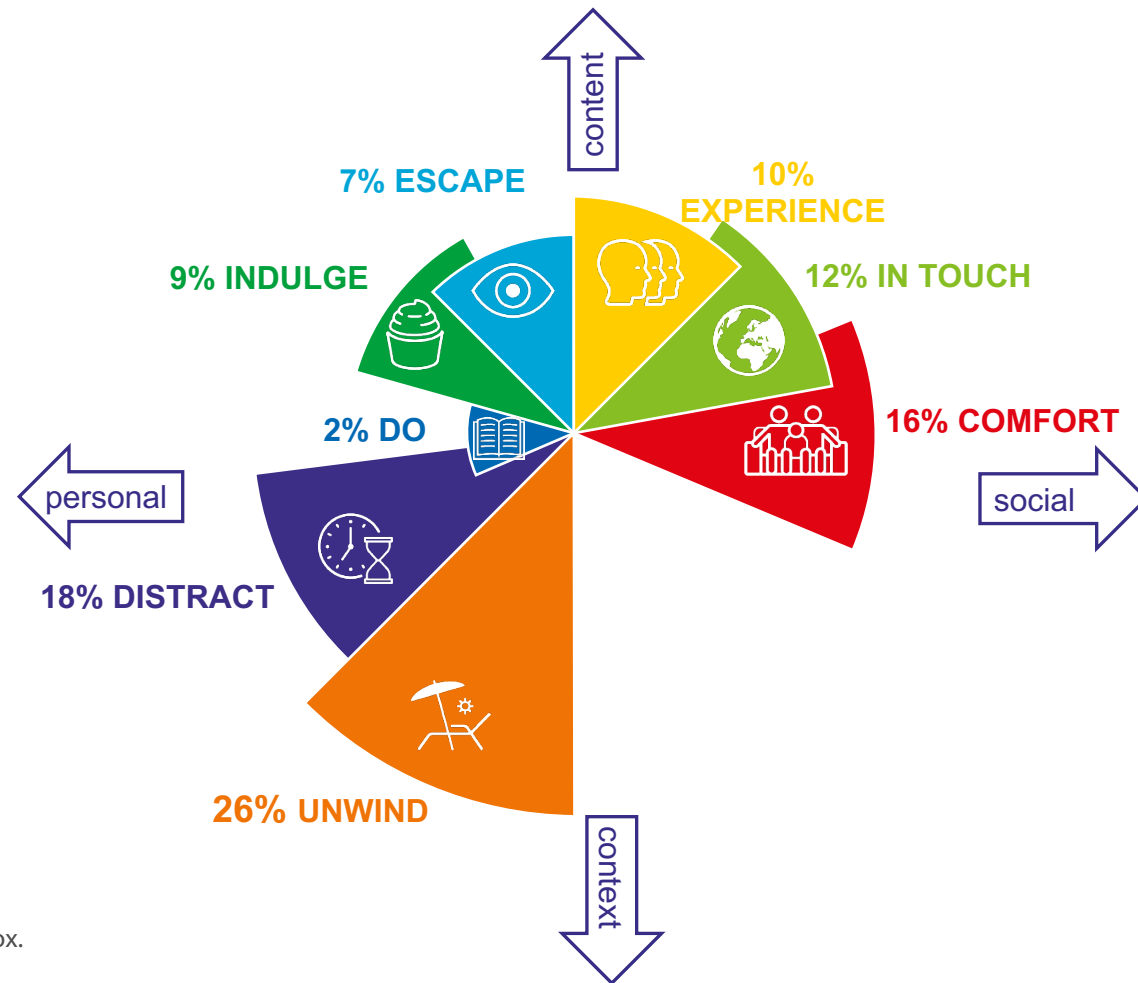


# BVOD accounts for over 1/4 of 16-34s broadcaster TV viewing



Source: 2022, Barb / Broadcaster stream data

# There are 8 need states which drive video viewing



Source: The Age of Television, 2018, MTM/Thinkbox.



# Broadcasters deliver the biggest hits

Top 30 series on UK Television 2022 (All Inds 4+, TV set viewing only)					
Rank	Channel	Title	Series	Ave aud (m)	Episodes
1	ITV	I'm a Celebrity... Get Me Out of Here!	22	11.4	22
2	ITV	Trigger Point	1	9.3	6
3	CH4	The Great British Bake Off	6	9.1	10
4	BBC	Strictly Come Dancing	20	9.0	26
5	Netflix	Stranger Things	4	8.8	9
6	ITV	The Thief, His Wife and The Canoe	1	8.7	4
7	BBC	Call the Midwife	11	8.4	8
8	BBC	Death in Paradise	11	8.3	8
9	Netflix	Wednesday	1	8.2	8
10	BBC	Frozen Planet II	1	7.5	6
11	BBC	The Green Planet	1	7.5	5
12	Netflix	Stay Close	1	7.4	8
13	CH4	Gogglebox	19	7.4	16
14	BBC	Strike	6	7.3	4
15	BBC	Silent Witness	25	7.2	6

Top 30 series on UK Television 2022 (All Inds 4+, TV set viewing only)					
Rank	Channel	Title	Series	Ave aud (m)	Episodes
16	BBC	Sherwood	1	7.0	6
17	ITV	Our House	1	6.9	4
18	Netflix	After Life	3	6.9	6
19	BBC	Shetland	7	6.8	6
20	ITV	Britain's Got Talent	15	6.8	14
21	BBC	The Apprentice	16	6.7	14
22	ITV	The Masked Singer	3	6.7	8
23	ITV	Grace	2	6.6	4
24	BBC	Peaky Blinders	6	6.6	6
25	ITV	The Club	1	6.4	8
26	BBC	The Tourist	1	6.4	6
27	ITV	Bradley Walsh & Son: Breaking Dad	4	6.3	6
28	ITV	Ant and Dec's Saturday Night Takeaway	18	6.3	7
29	ITV	Ridley	1	6.3	4
30	ITV	McDonald and Dodds	3	6.0	4

Source: Barb, 2022, individuals. Average audience figures. Consolidated 1-28 days, excludes one-offs, films and sports

A photograph of two young women sitting in the back of a convertible car. The woman on the left has long dark hair and is wearing a red jacket and blue jeans. The woman on the right has blonde hair and is wearing a colorful patterned sweater. Both women have their arms raised and are smiling, suggesting a fun, carefree atmosphere. The background is a dry, hilly landscape under a clear blue sky.

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