



Roku®

IAB Advanced TV Week

July 2020

Roku

4:23 pm | Options *

41 Channels

Home

My Feed

Search

Streaming Channels

Settings

NETFLIX

Global >

CRaVE

Apple tv

prime video

Roku Channel

Disney+

CINEPLEXSTORE

Google Play
Movies & TV

CBS

CNN go

TED

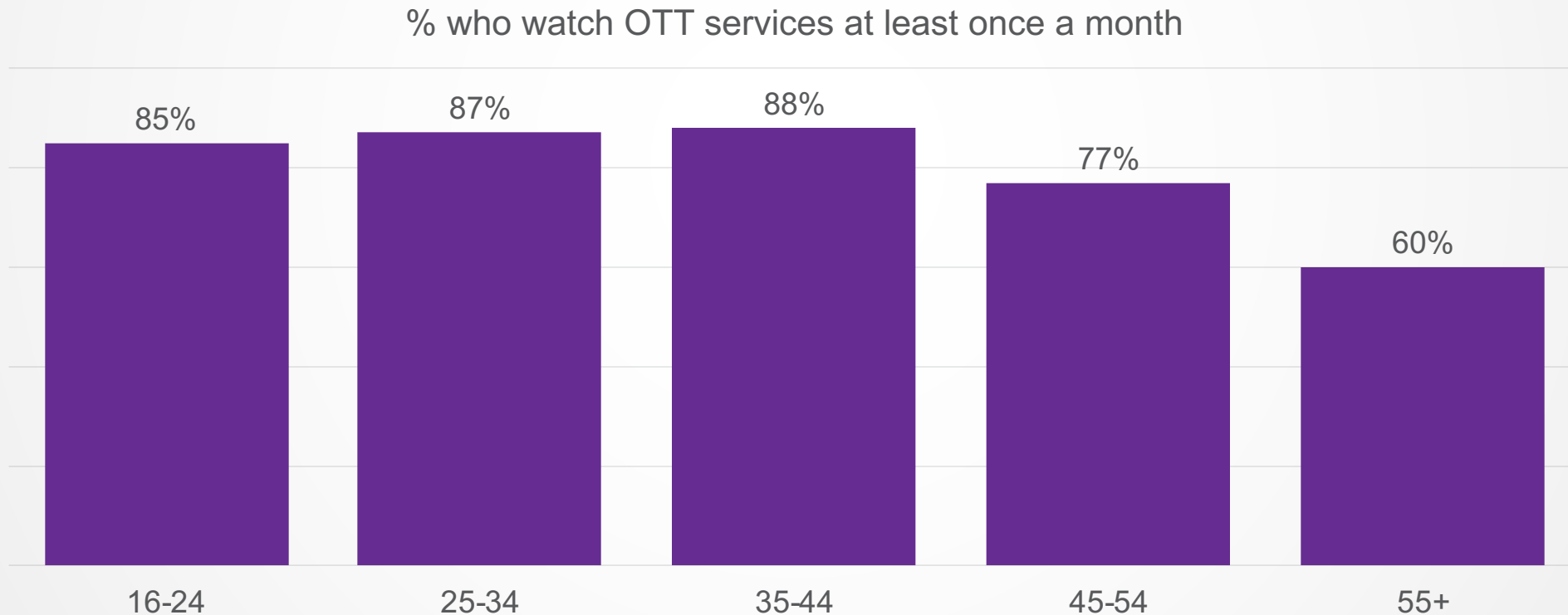




How Canadians Stream

Three-quarters of Canadians (27M) stream every month

...including 6 out of 10 of the over-55s, typically the heaviest linear audience

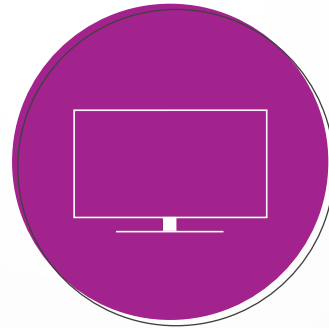


1 in 3 Canadian OTT users don't subscribe to cable/satellite



44%

Of OTT users A18-34 are
cord cutters or cord nevers



34%

Ad-supported OTT viewers are
34% more likely to be cord
cutters than SVOD only viewers

OTT provides an opportunity to reach an incremental audience

1 in 4

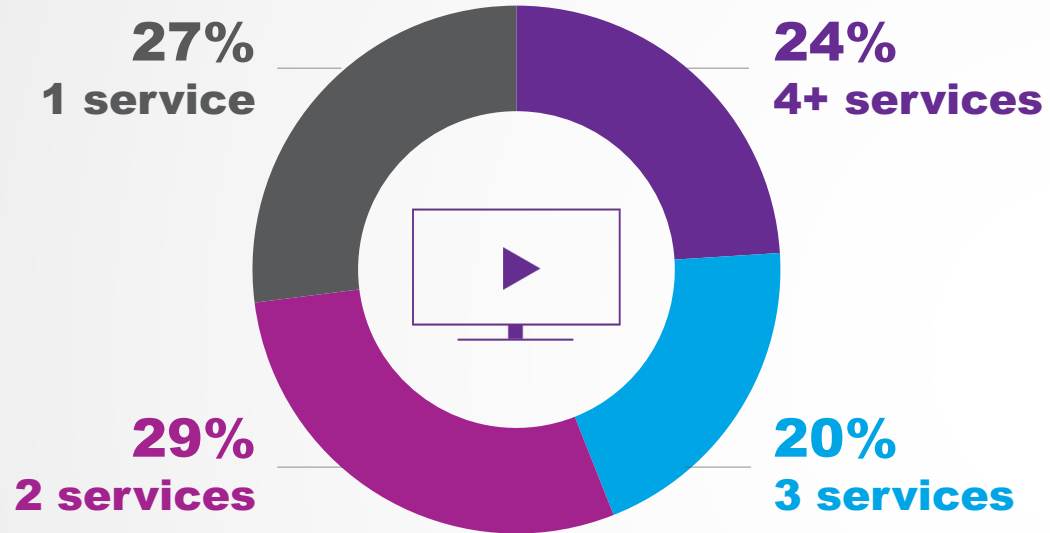
Canadians with cable/satellite
plan to cut the cord in the
next year

20%

of Canadians that have
cable/satellite have reduced
their package in the past year



Streamers use an average of 3 services



47% use at least one free streaming service



Ad experience is important for all viewers

83%

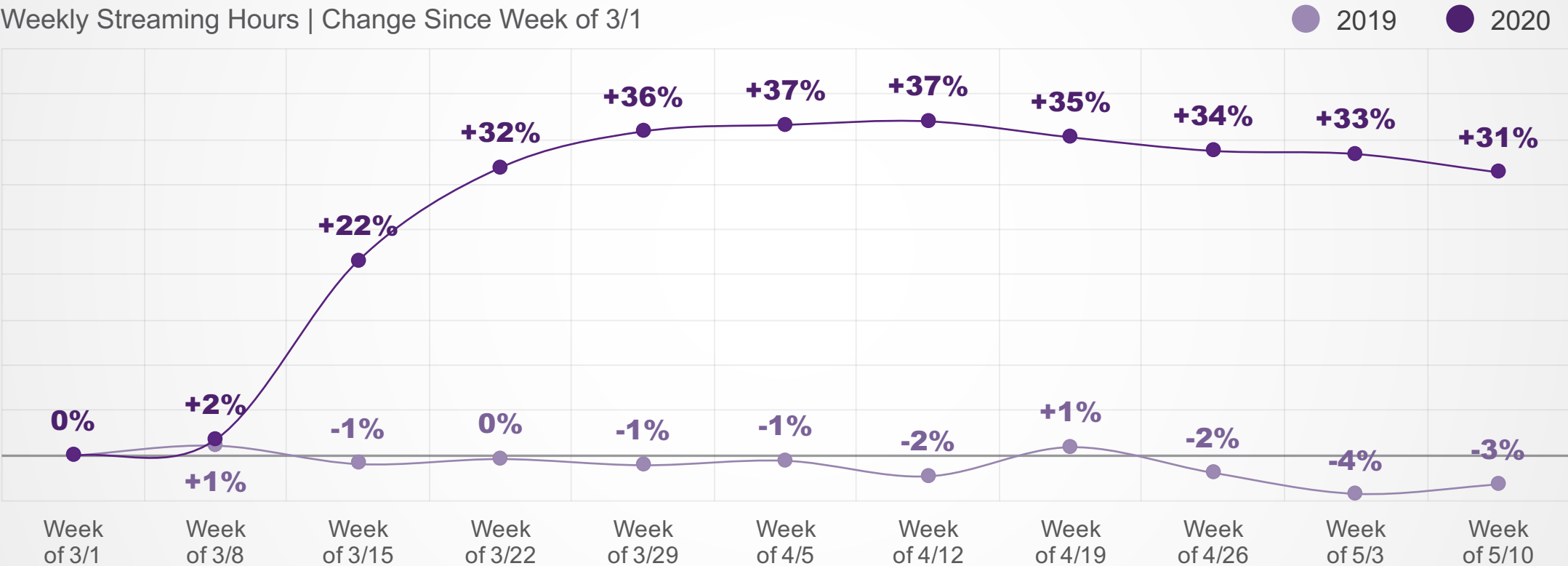
Of Canadians agree that “when there are too many ads I end up not paying attention to any of them”

76%

Of Canadians agree that “when I’m watching TV, seeing too many ads just ruins my enjoyment”



Roku usage in Canada is up amid social distancing



Make Your Media Work Across the Marketing Funnel

Drive Awareness and Performance



In Stream Video

Target your key audience segments and cord-cutters who are difficult to reach via traditional linear buys

Brand Experiences

Reach your audience on the home screen before they dive into subscription services like Netflix or HBO



OneView Ad Platform

Activate and measure performance for mid and lower-funnel tactics to drive performance

Download the White Paper



ROKU[®]
Happy Streaming[™]