



# The State of Streaming:

The Evolution of Connected TV in  
Canada  
Samsung Ads Canada



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# Methodology

Data for this analysis is derived from data collected from the **5.5M+ ACR enabled Samsung Smart TVs in Canada**.

We supplemented behavioral insights on Samsung Smart TVs with an attitudinal survey to shed light on streaming motivations. 750 owners of Smart TVs in Canada, aged 18+, agreed to be surveyed in August 2023.

In addition, market insights from Vividata and Statista were used as noted.







Linear

Linear  
Television

AVOD

Ad-  
Supported  
Streaming

SVOD

Subscription  
Streaming

FAST

Free Ad-  
Supported  
Television

# State of CTV



70%

of Canadians say the top TV feature is a Smart TV

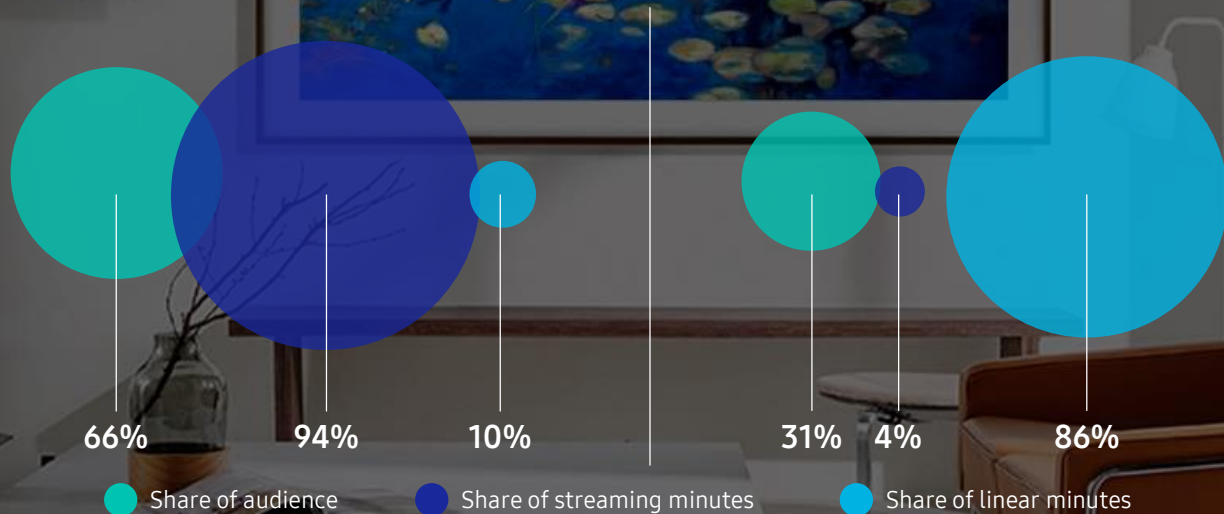


Share of  
overall TV audience

# The Result is Lopsided Linear Consumption

Streaming  
centric

Linear  
centric



Source: Samsung Proprietary ACR – active TVs in the quarter. Streaming is viewership in Smart Hub TV Apps; Linear is viewership of matched Linear ACR Content. Total Universe is usage of Smart TV Apps and Linear. Streaming Centric defined as TVs with more than 55% of time with streaming. Linear Centric defined as TVs with more than 55% of time with linear.

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Share of  
overall TV audience trend

# Streaming centric gains share year-over-year

—●— Streaming centric —●— Linear centric

64%

66%

67%

68%

66%

34%

31%

31%

30%

31%

Q2 2022

Q3 2022

Q4 2022

Q1 2023

Q2 2023

Source: Samsung Proprietary ACR – active TVs with 1-hour minimum total viewing per month in the quarter. Streaming is viewership in Smart Hub TV Apps including Samsung TV Plus; Linear is viewership of matched Linear ACR Content. Total TV time refers to time spent with either Streaming or Linear content.

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Total time spent trend

# Viewership experienced slight year-over-year increase driven by streaming



**+2%**

Total TV viewing  
time YOY

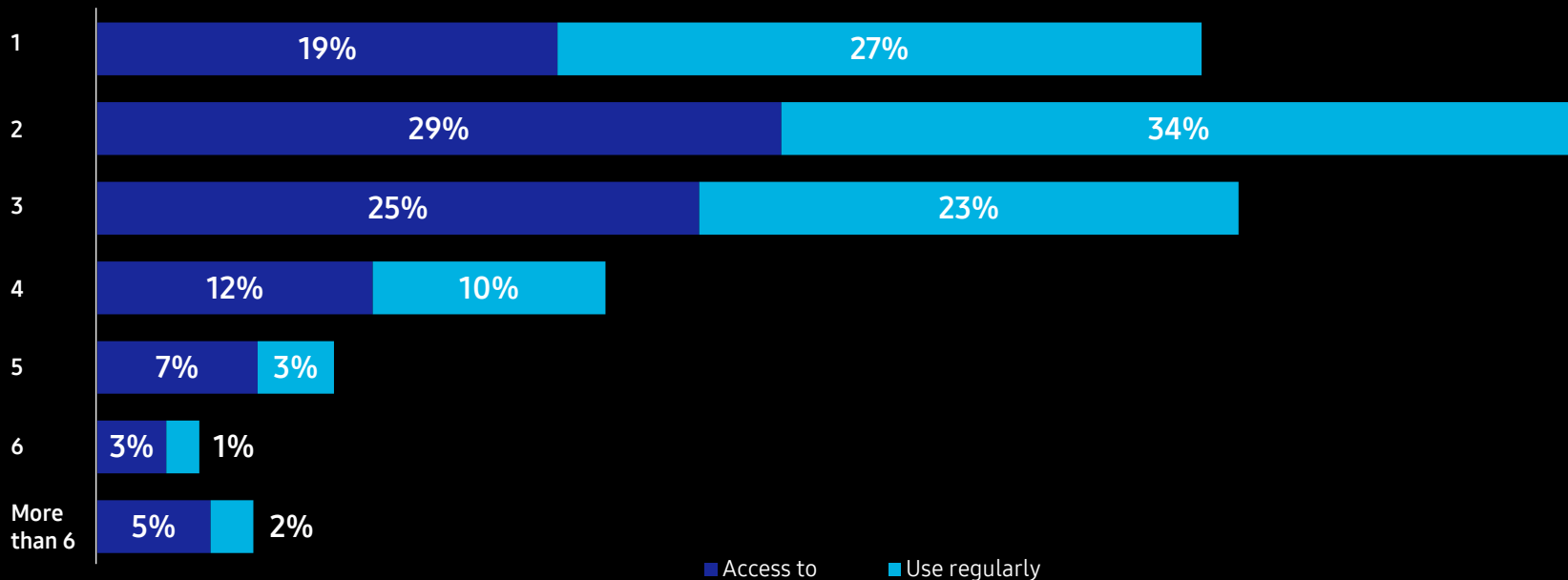
Source: Samsung Proprietary ACR – active TVs in the quarter. Streaming is viewership in Smart Hub TV Apps including Samsung TV Plus; Linear is viewership of matched Linear ACR Content. Total TV time refers to time spent with either Streaming or Linear content.

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# State of streaming

# 3 or fewer apps are the sweet spot

More than 70% of streamers have access to 3 or fewer apps and more than 80% use 3 or fewer on a regular basis.



# Price is a driver for new app acquisition

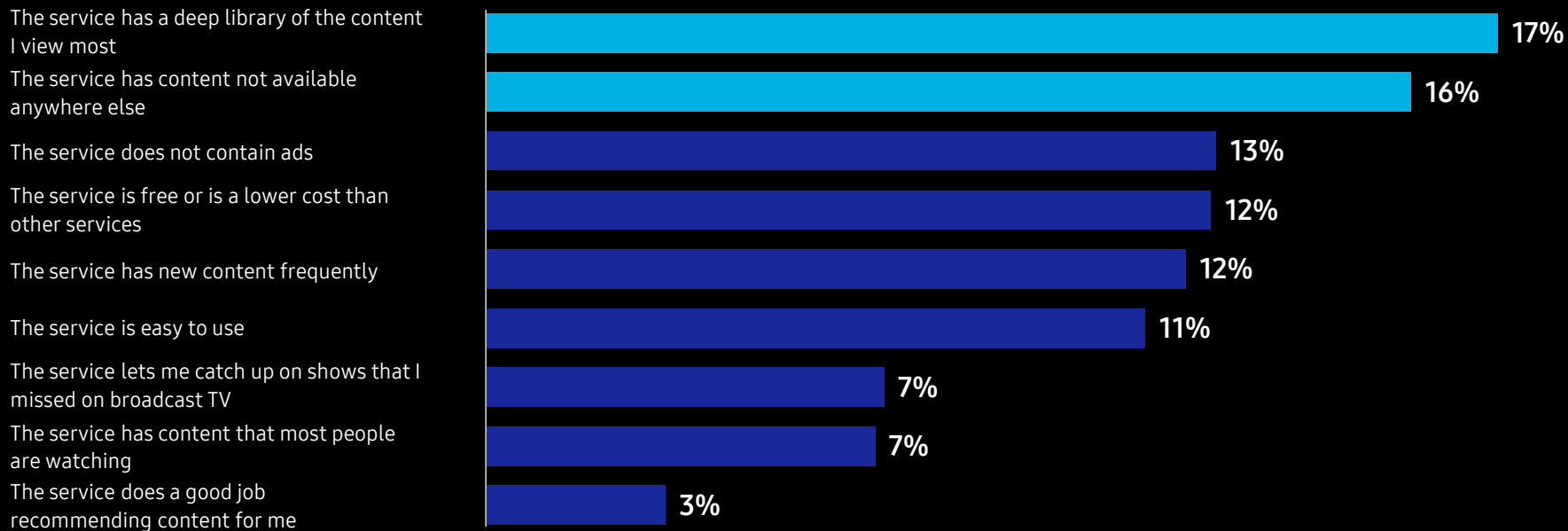
Reasons why consumers would decide to try a new streaming service on their TV  
(lower number indicates average ranking out of 7)





# Depth and exclusivity of content drives loyalty

Reasons why streamers use a streaming services more than others





Streaming time  
by app type

# AVOD continues to outpace SVOD in time spent growth

All Streaming

+9%

AVOD

+18%

SVOD

+3%

■ Q2 2023 ■ Q2 2022

Source: Samsung Proprietary ACR – Includes Active TVs in the quarter. Streaming is viewership in Smart Hub with a minimum of 1 minute of consecutive app viewership. App Type is primary app type – AVOD includes ad-supported apps – both free and paid and Samsung TV Plus. SVOD is paid, non ad supported subscription-only apps.

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# The evolution of FAST

29%

of Canadians watch FAST  
services at least weekly

+23%

More likely to add a new streaming  
service in the next 6 months  
compared to overall streamers

# Hours viewed

2x

More hours viewed per  
TV than AVOD Broadcast

FAST

AVOD Broadcast

+112%

Year-over-Year  
growth in total hours  
viewed, outpacing  
AVOD growth overall



## Key points



1

**Adoption of CTV continues to grow**



2

**Growth of streaming has created a lopsided linear consumption**



3

**Emergence of FAST and the growth in the adoption of ad-supported streaming is good news for advertisers**

Questions?

# Reach out!

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Thank you