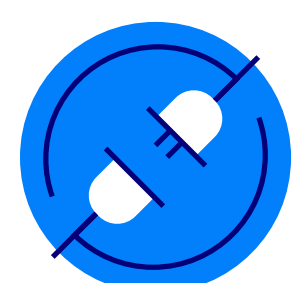


A tipping point in U.S. consumer habits on streaming platforms

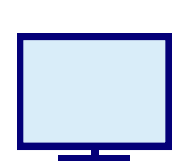
Here's a look at some numbers that signal a tipping point in advertising preferences and point to the importance of getting the ads experience right for consumers on streaming platforms.



We're in a streaming revolution

Streaming media platforms continue to reshape how we consume content.

U.S. consumers increasingly stream on a variety of devices.



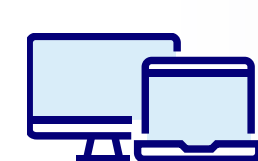
55%

Smart TVs



24%

Mobile Devices



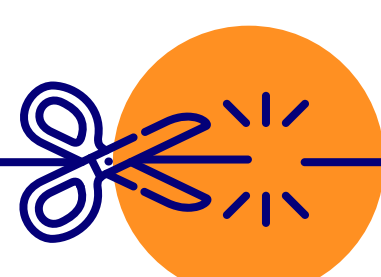
13%

Laptops/PCs

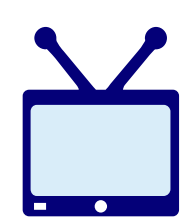


7%

Tablets



Cord-cutting trends



~2/3

of consumers have cut or are considering cutting the traditional TV cord.



39%

of consumers report increased Smart TV streaming in 2024.

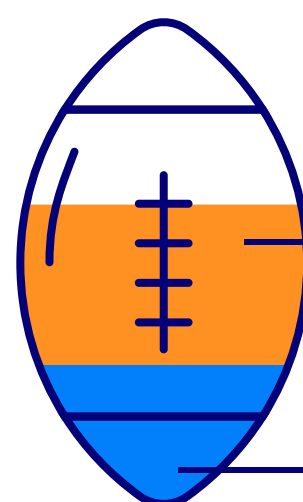


48%

About half of consumers watch video content more than once a day.

Big game viewing

Paid and free streaming services win over cable TV for viewing the big game.



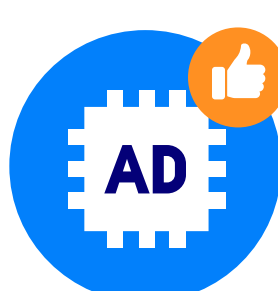
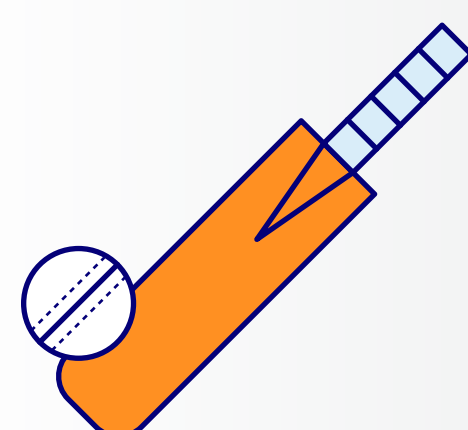
39%
Streaming

25%
Traditional TV

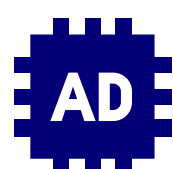
Streaming live sports at scale

32M
simultaneous
global viewers

Moloco recently partnered with JioCinema, one of India's largest streaming media providers. Jio used Moloco's advanced machine learning capabilities to build a powerful monetization solution that reached a peak concurrent viewership of 32 million users during the Indian Premier League cricket tournament.



Consumers will choose lower fees in exchange for watching ads



62% of consumers are price-sensitive and want ad-supported content.

The vast majority of consumers are willing to accept ads in exchange for lower streaming subscription fees.



The power of personalized ads

Personalized ads have significant influence on consumer decision-making and can play a key role in driving changes in preferences and behaviors.



37%

of consumers have cancelled due to bad ads.

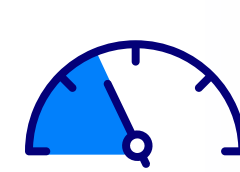
37% of consumers have cancelled a streaming subscription specifically because of the ads experience.



57%

A majority of consumers prefer personalized ads.

Of the 57% total, 37% prefer ads based on viewing habits alone, 20% prefer ads based on viewing habits + personal data.



45%

of consumers are influenced by ads.

45% of consumers reported that ads on streaming platforms influenced their purchase decision for a product or service.