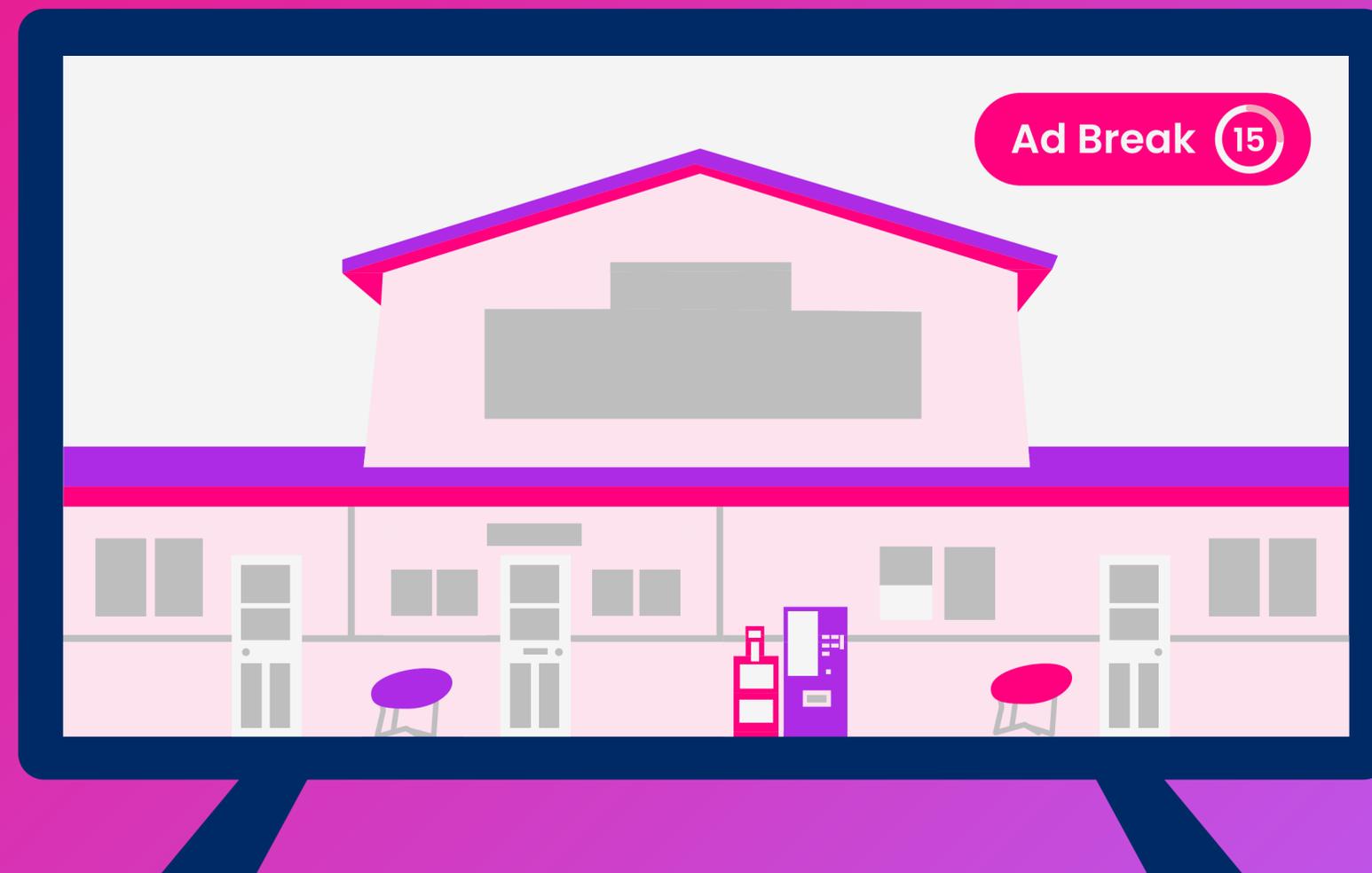


 **DISQO** | REPORT

# Premium Video Advertising

Optimizing ad effectiveness in the fast-evolving streaming landscape





# Premium Video, redefined

Premium video is having a moment — and not a quiet one — powering scale and outcomes at the heart of media plans in 2025.

Platforms are investing more, audiences are leaning in, and advertisers are betting on it to drive real outcomes. Why? Because it's where people go with purpose. It's appointment viewing, binge-worthy series, and game-day vibes. That kind of attention is rare, and in today's fragmented media landscape, it's gold.

Meanwhile, ad-supported models are scaling fast, unlocking more inventory, offering greater flexibility, and giving brands more ways to show up without disrupting the content experience. In parallel, connected TV (CTV) is making the ad experience smarter, more personalized, and interactive, and better aligned with how people watch. From shoppable formats and dynamic

overlays to real-time engagement, premium video advertising isn't just evolving, it's accelerating.

For brands and advertisers, it's a chance to meet consumers when they're most engaged across every screen and guide them from awareness to action in one seamless experience. For media publishers and streaming platforms, it's a strategic moment to monetize attention at scale. They can offer advertisers full-funnel solutions with a test-and-learn approach, while maintaining the premium content experience viewers expect.

As campaign efficiency expectations grow alongside tighter budgets and a volatile consumer landscape, this report examines attention patterns, platform behaviors, and viewer expectations to help media publishers, streaming platforms, and advertisers optimize viewers' ad experiences.

# Methodology

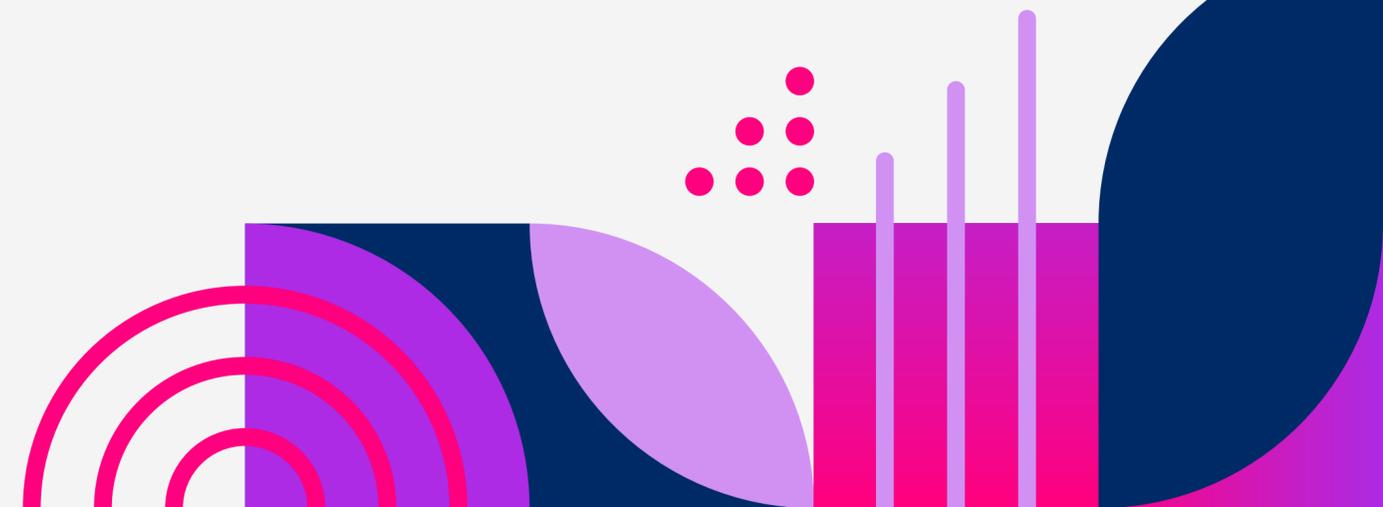
DISQO surveyed 2,000 US adults (18+) from our first-party, identity-based audience from February 12 to 19, 2025. The data informing the report was balanced on age, sex, and income and weighted to represent the US population.

More than 30 million people have opted in to share their brand experiences with DISQO, empowering clients to cultivate deep insights about their target audiences and to perform objective, single-source measurement of ad effectiveness on attitudes and digital behaviors.

For the purpose of this report, premium video is considered any type of television programming that is a significant investment by the distributor, such as professional or collegiate sports games or scripted, high-end production content like Game of Thrones. It can be watched across any device or via any platform.

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# The premium video audience

## How viewers are tuning in

Winning attention with premium video starts by understanding who's watching and how often. When asked about their viewing habits, two-thirds of adults say they watch premium video at least weekly, and one in three watch daily. This isn't just a Gen Z phenomenon. While 33% of Gen Z, 37% of Millennials, and 34% of Gen X report daily viewing, Boomers are not far behind at 24%.

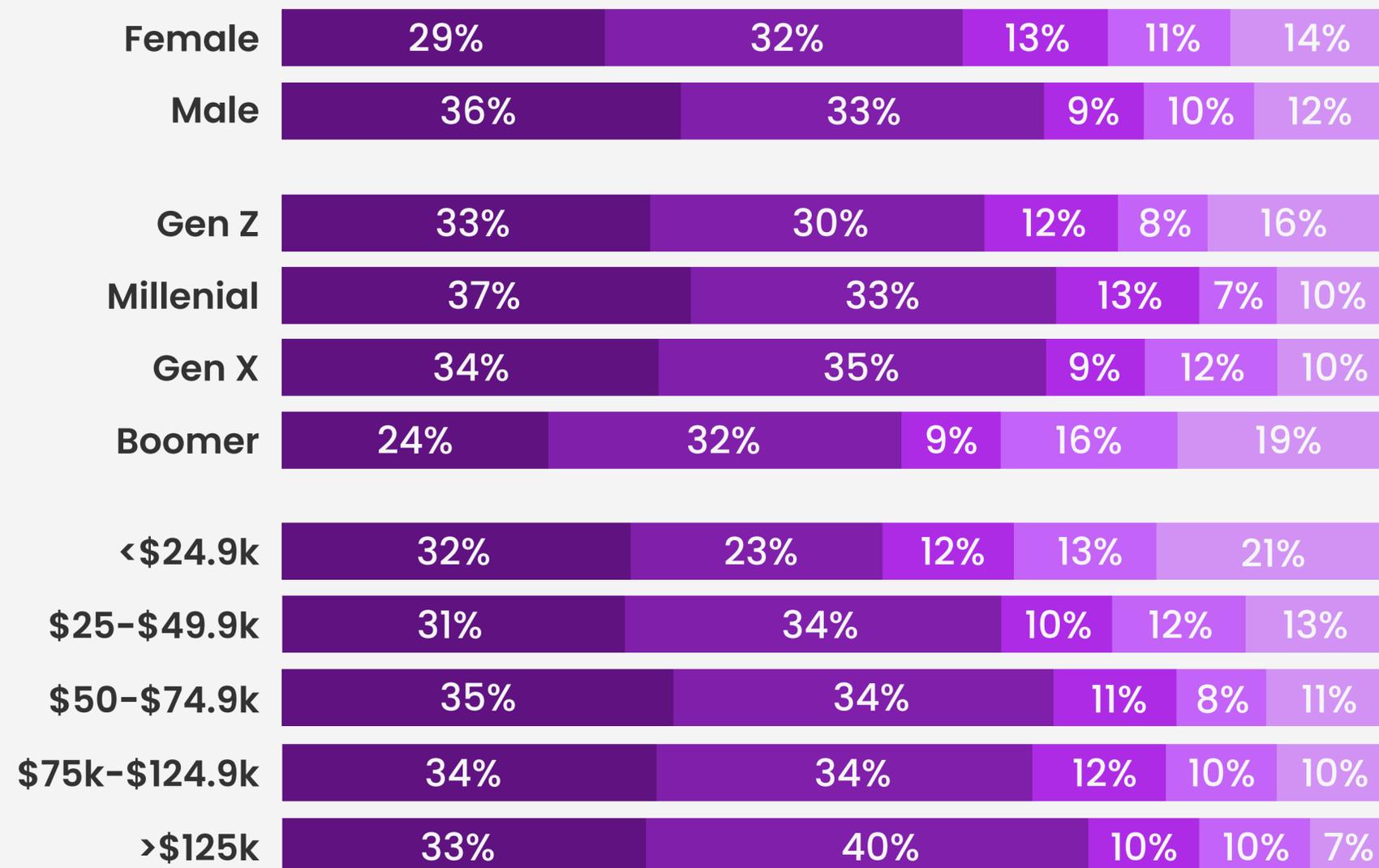
Unlike passive scroll environments, premium video is an intentional choice. Viewers opt in—often for longer sessions and with more focus—creating more opportunities for brands to deliver meaningful messages that land.

**73%** of \$125k households watch weekly

WE ASKED  
How often do you watch any premium video?



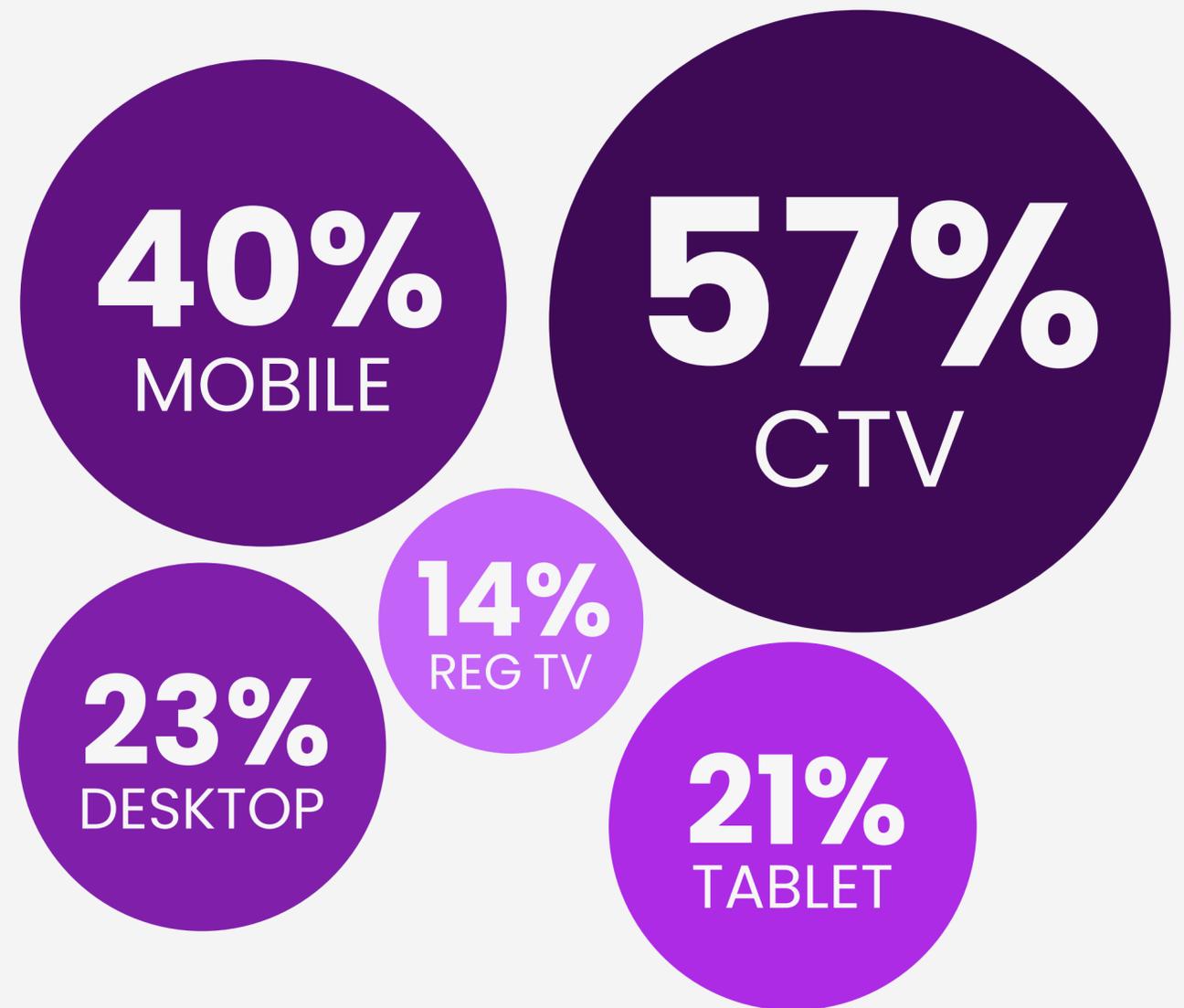
● Daily ● Weekly ● Monthly ● Rarely ● Never



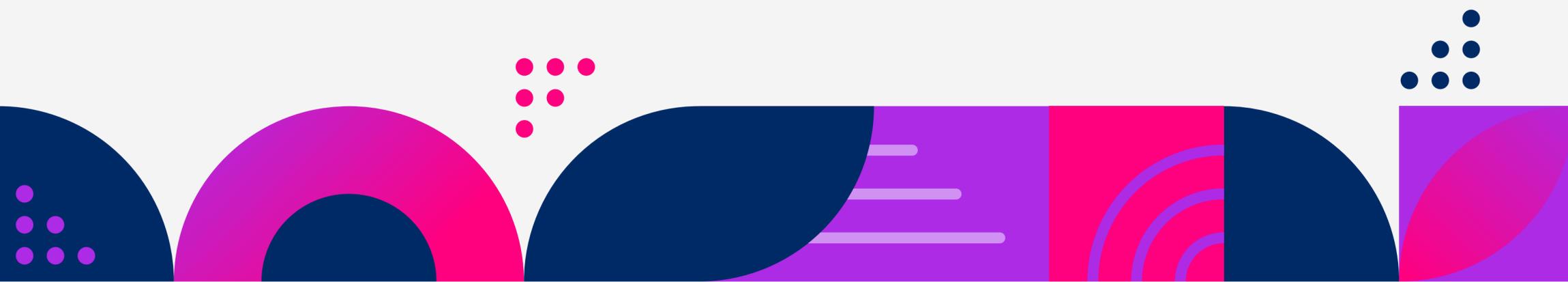
# CTV is the norm, driven by affluence

When asked which devices viewers prefer for watching premium video, CTV came out on top, with 57% citing it as their primary screen. Whether through smart TVs, streaming sticks, or gaming consoles, viewers are gravitating toward platforms that offer more control, seamless access, and a lean-back, immersive experience.

But CTV doesn't own the moment alone. While mobile is close behind overall, it leads the way with Gen Z (48%) and lower-income households (\$25–50K: 42%). Mobile has become more than a fallback—it's a highly personal, always-with-you screen that drives deep engagement in on-the-go moments.



**WE ASKED**  
Which devices do you  
prefer for watching  
premium video?



# Key takeaways



## Invest where consistency meets intent

Premium video is an active investment of time and money and an intentional, recurring behavior. With two-thirds watching weekly and one-third watching daily, this format offers reliability and consistent repeat engagement. Brands and media buyers should treat premium video not as a reach extension but as a core pillar in their cross-channel strategy for building both short-term performance and long-term, high-value equity.

## Build for mobile, where attention gets personal

Mobile has emerged as a critical second screen, and a primary one for Gen Z, and value-conscious viewers. Whether used in tandem with CTV or on the go, it's where viewers engage more personally and contextually. Brands and platforms should embrace mobile-first creative and dual-screen strategies that extend premium video beyond the living room, capturing attention during everyday moments with messaging tailored to both mindset and medium.

## Prioritize the power of CTV to maximize reach

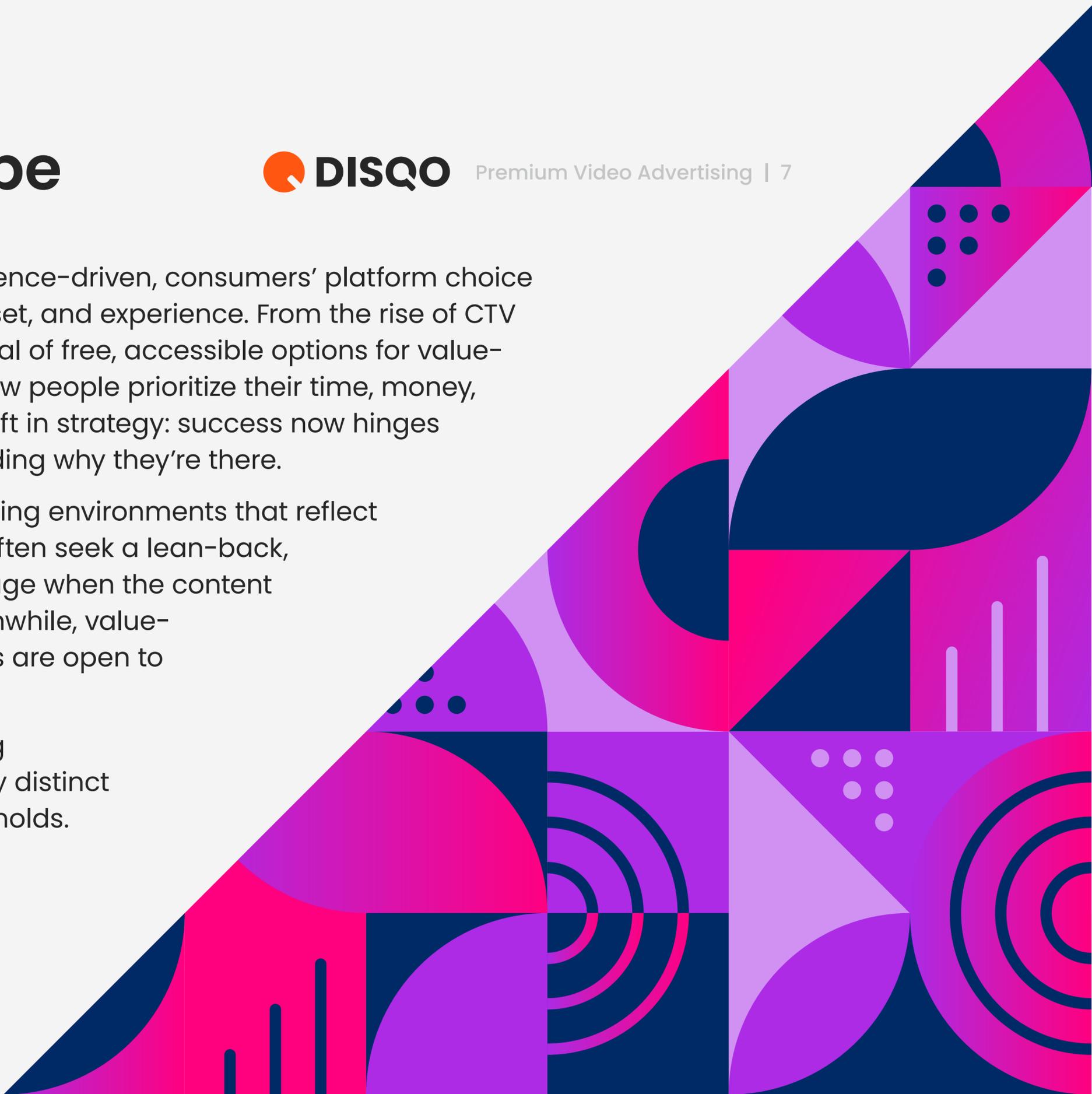
CTV is the dominant screen for premium video across nearly every demographic, especially among affluent and high-intent households. With its lean-back experience, immersive format, and ability to deliver storytelling at scale, CTV offers a unique attention-rich environment. For marketers, it is now the anchor point of a high-impact video strategy. With the shift away from traditional, non-connected TVs accelerating, brands investing in CTV show up in the context where attention is high, and impact runs deep.

# The streaming landscape

As premium video becomes more intentional and audience-driven, consumers' platform choice is no longer about convenience, but about value, mindset, and experience. From the rise of CTV apps among affluent households to the enduring appeal of free, accessible options for value-conscious viewers, the streaming landscape reflects how people prioritize their time, money, and attention. For advertisers, this evolution marks a shift in strategy: success now hinges on meeting consumers where they are, and understanding why they're there.

Viewers aren't simply choosing platforms—they're curating environments that reflect their needs, preferences, and expectations. CTV users often seek a lean-back, high-quality experience, signaling a willingness to engage when the content and the advertising feel relevant and unobtrusive. Meanwhile, value-conscious audiences leveraging ad-supported services are open to messaging, but on their terms.

This divergence reinforces the reality that the streaming landscape is not one market but many, each defined by distinct viewing behaviors, access models, and tolerance thresholds. Understanding these behavioral signals is key to delivering campaigns that perform across platforms.



# Preferred platforms for premium programming

Today's most valuable viewers aren't casually watching premium content—they're intentionally choosing how and where they watch it.

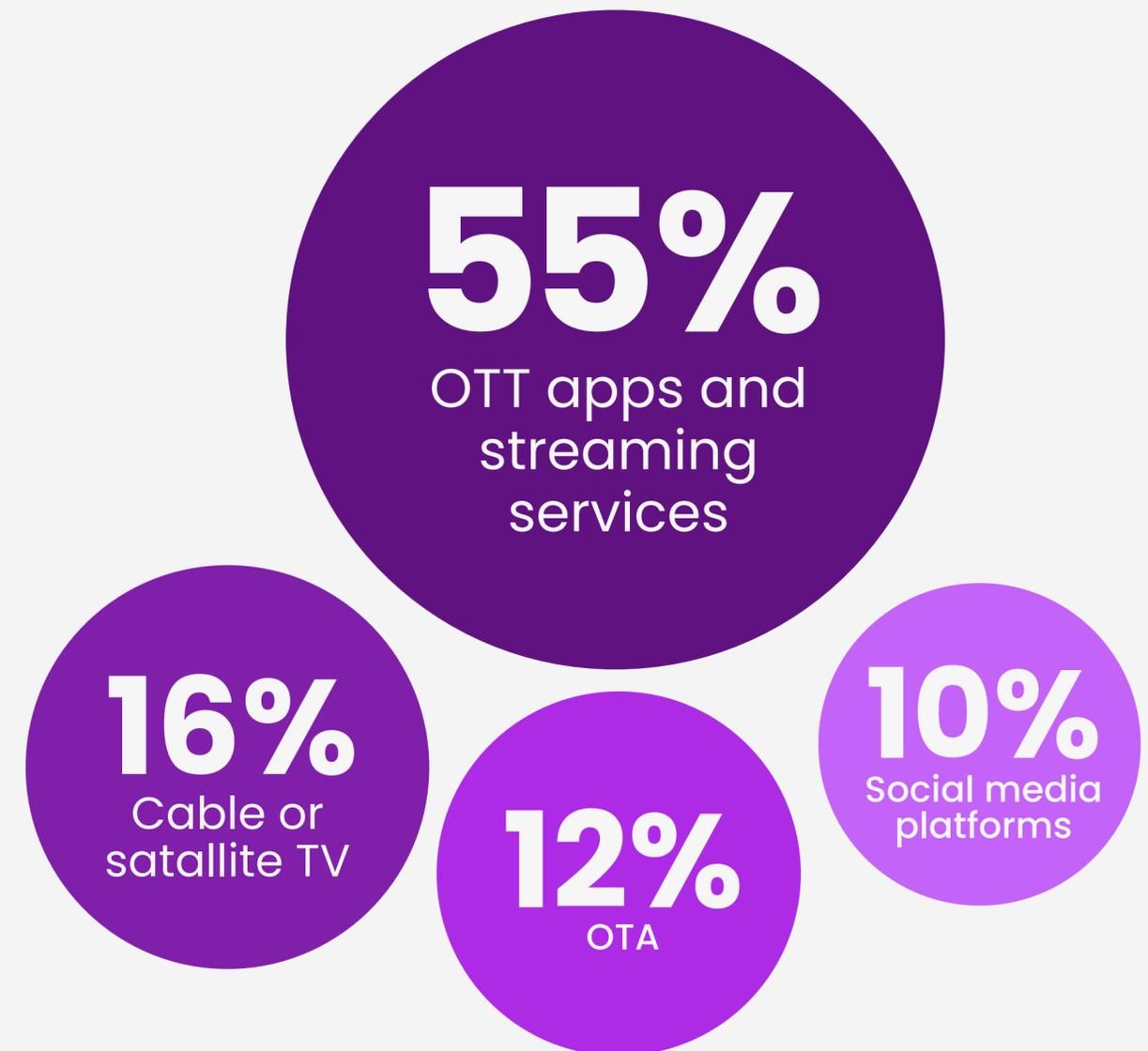
**When asked which platforms they use to access premium video,** over-the-top (OTT) apps emerged as the dominant choice (55% overall), especially among higher-income households (\$125K+: 71%) and middle-aged demographics (60% of Gen X, 58% of Millennials).

Meanwhile, lower-income audiences are more likely to prefer environments that offer accessibility but not always a premium association, like over-the-air (OTA) broadcast, traditional cable, and social video platforms.

Premium video is about showing up where attention and brand value converge. Today's media platforms deliver not only scalable impressions but also better alignment between creative opportunity and consumer receptivity.

## WE ASKED

Which platforms you use to access premium video?



# How viewers package their access

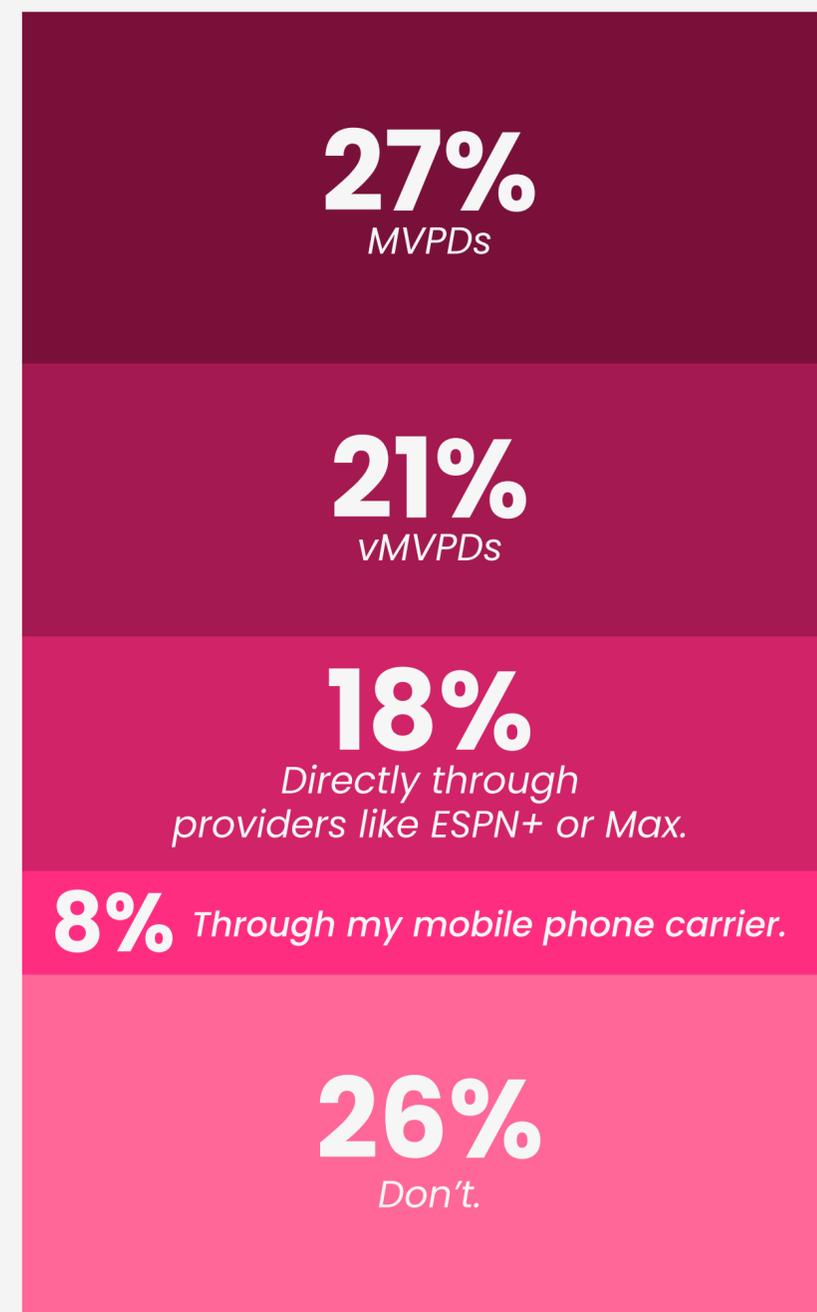
As premium video viewing becomes more intentional, how viewers access that content is becoming just as fragmented. When asked how they package their premium video experience, no single bundle type cracks more than one-third of consumers, and 26% of viewers say they don't subscribe to any bundle at all.

Generally, older generations still lean into legacy bundles from MVPD carriers like Comcast, Verizon, or Dish—valuing the familiarity and perceived simplicity of traditional TV packaging. Virtual MVPDs like FuboTV and YouTubeTV, however, are especially popular with younger and middle-to-higher-income consumers, offering scale without sacrificing addressability and precision. Direct-to-consumer platforms like Max or ESPN+ resonate most with Millennials, Gen Z, and affluent households.

While this decentralization can challenge traditional reach, it also opens up new opportunities to meet audiences where they actually watch. Tapping into programmatic can offer remarkable precision and scale across these platforms while contextually aligned placements can deliver greater emotional resonance.

WE ASKED

Do you subscribe to any streaming bundles?



# Platform strategy isn't one-size-fits-all

The premium video ecosystem is defined more by nuance, not dominance. Each platform serves distinct audience segments with loyalty and purpose. For advertisers, the growing variety of streaming platforms and their varying popularity demand precision. Every platform tells you something different about the consumer on the other side of the screen. The smartest strategies don't just chase eyeballs—they align messaging, creative, and outcomes with the why behind each subscription.

Partnering with platforms that prioritize family-oriented, nostalgia-driven, and brand-safe content may be a great fit for CPG, retail, and lifestyle brand campaigns. On the other hand, platforms that offer prestigious, intent-driven content like sports, live news, or scripted programming offer contextually relevant opportunities to engage with consumers. Their value comes from context, not just audience volume. For advertisers and media publishers, this reinforces the importance of multi-platform CTV buying, strategic media partnerships, and creative agility.

On the following pages, we examine the unique demographic breakdowns of today's leading streaming platforms.



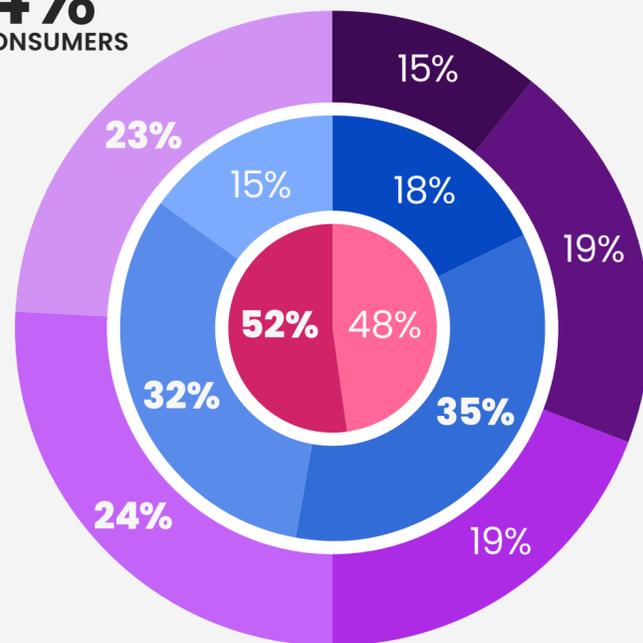
**HIGH-INCOME HOUSEHOLDS** (\$125k) lead in subscriptions for nearly every major platform



# Netflix

Netflix remains the most widely adopted streaming service, driven by its reputation as a global home of original entertainment. It draws in viewers across generations, with Millennials and Gen X leading the way, and skews slightly female. Higher-income households are especially loyal, reflecting the platform's premium perception.

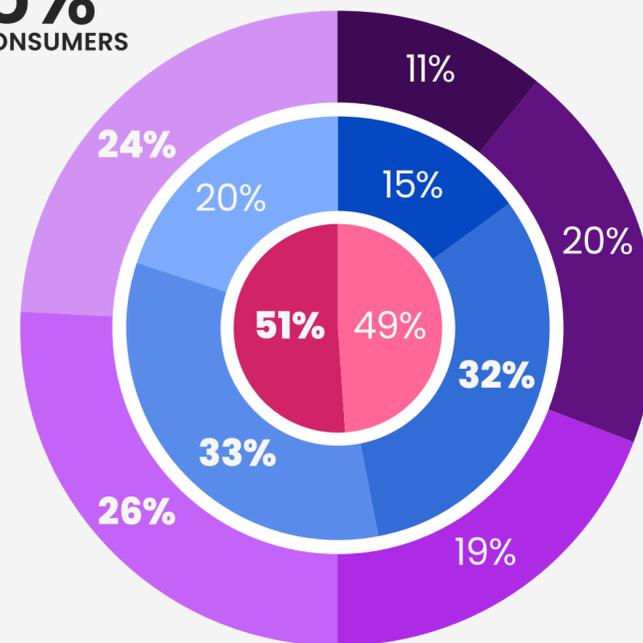
**64%**  
OF CONSUMERS



# Amazon Prime

Amazon Prime Video delivers scale and convenience, particularly for older and higher-income viewers. Integrated into the broader Amazon Prime ecosystem, it appeals to subscribers who value variety—whether it's prestige originals, next-day rentals, or live sports. Gen X and Boomers make up a significant portion of its audience and uptake also increases sharply with income.

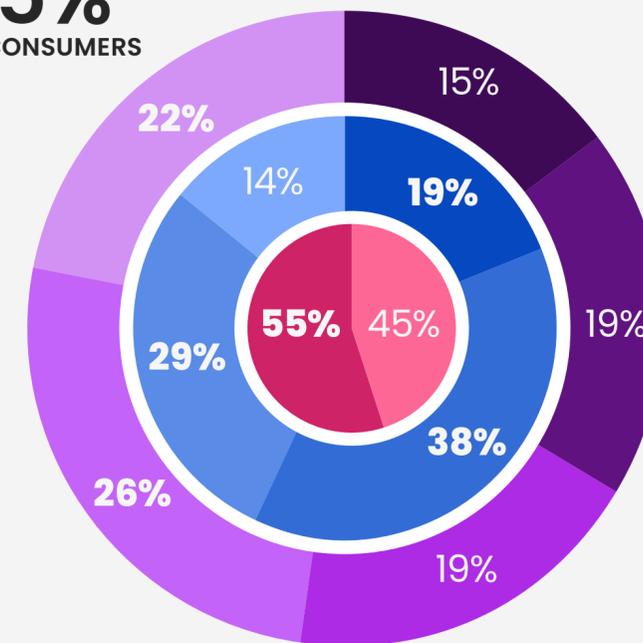
**55%**  
OF CONSUMERS



# Hulu

Hulu is a standout for viewers who want both immediacy and originality. Its strongest base lies with Millennial women, reflecting its sweet spot of next-day network TV, buzzy originals, and a youth-oriented brand voice. Adoption follows income growth, peaking in the mid-tier brackets, suggesting it's viewed as a go-to for practical, everyday streaming.

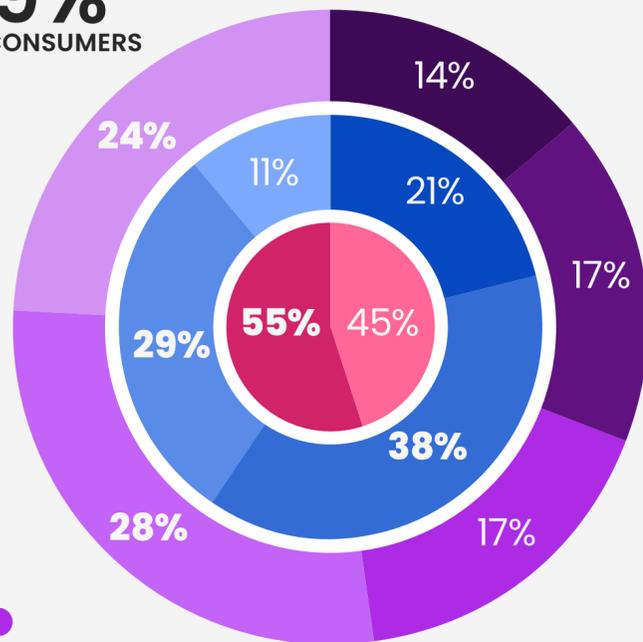
**45%**  
OF CONSUMERS



# Disney+

Disney+ is the ultimate destination for families and fans of iconic storytelling. Its subscriber base is young, female-leaning, and skews toward higher-income households, where its mix of Marvel, Star Wars, Pixar, and classic Disney content hits hardest.

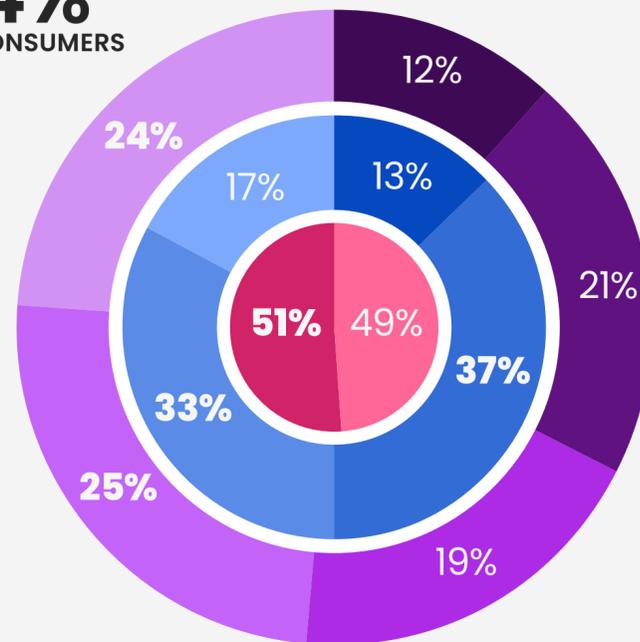
**39%**  
OF CONSUMERS



# Peacock

Peacock strikes a balance between iconic network nostalgia and fresh, diverse entertainment, delivering something for everyone—whether it’s comedy staples like The Office, next-day episodes of NBC hits, or Premier League soccer. Subscriptions climb modestly with income, reflecting the platform’s accessible model, including its ad-supported entry point.

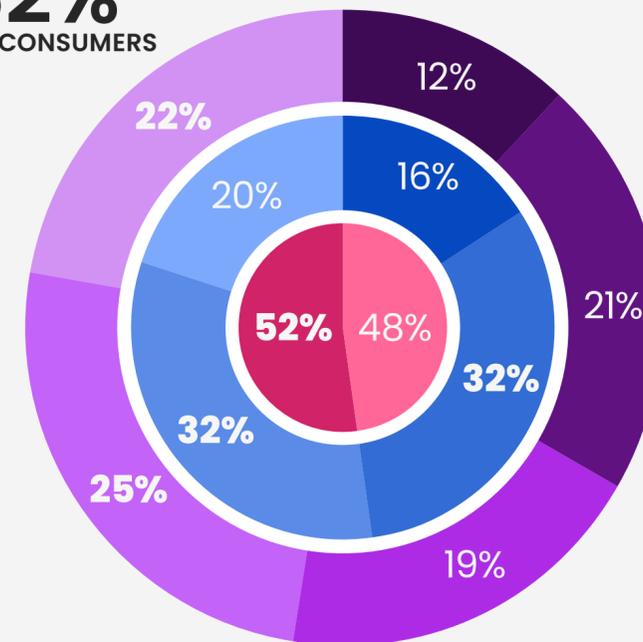
**34%**  
OF CONSUMERS



# Paramount+

Paramount+ brings together decades of storytelling from CBS, Nickelodeon, MTV, Comedy Central, Paramount Pictures, and more. The platform resonates especially well with Gen X and Boomers, reflecting Paramount’s multi-generational brand equity. The app’s ability to attract a range of demographics is apparent as its audience is nearly evenly split by gender, and adoption scales steadily with income.

**32%**  
OF CONSUMERS

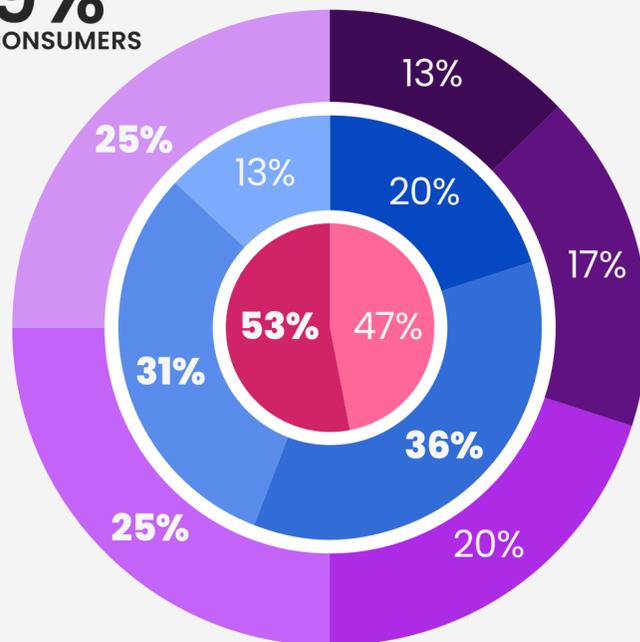


● Female 
 ● Male 
 ● Gen Z 
 ● Millennial 
 ● Gen X 
 ● Boomer 
 ● <\$24.9k 
 ● \$25k-\$49.9k 
 ● \$50k-\$74.9k 
 ● \$75k-\$124.9k 
 ● >\$125k

# Max

Max brings together the best of HBO and Discovery in a single, comprehensive streaming destination. With strong engagement across Gen Z, Millennials, and Gen X, the platform attracts a wide-ranging audience. Its growing appeal among higher-income viewers suggests that Max's blend of premium storytelling and accessible programming is resonating with those seeking both quality and variety.

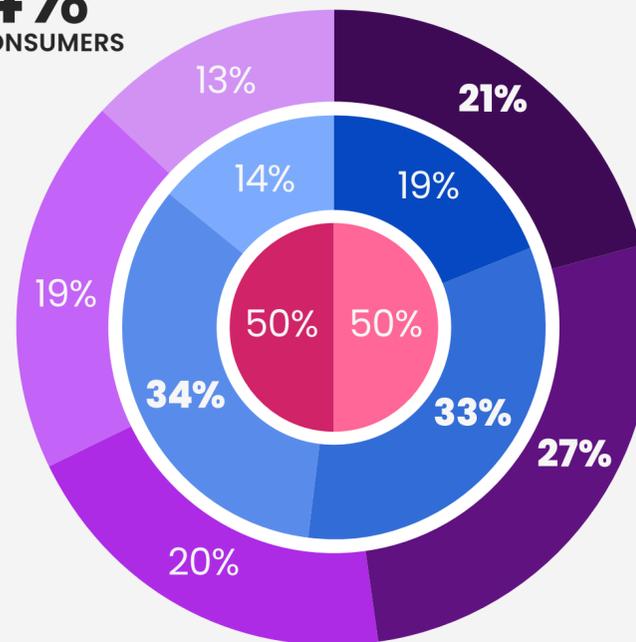
**29%**  
OF CONSUMERS



# Tubi

Tubi stands apart as a no-cost, easy-access entertainment option. With a viewer base that's evenly split by gender and shows strength among Gen X and mid-income households, it appeals to those seeking variety without a subscription fee. The platform's ad-supported model, eclectic library, and fast start-up experience make it a popular supplement to paid services.

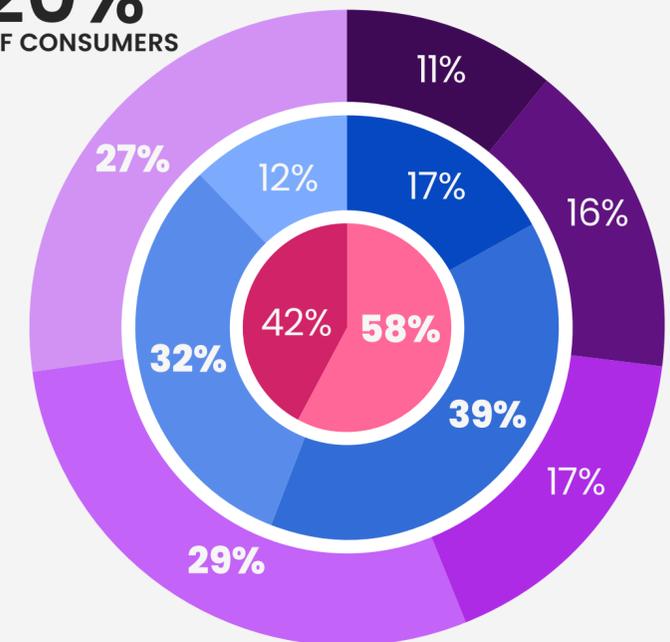
**24%**  
OF CONSUMERS



# ESPN+

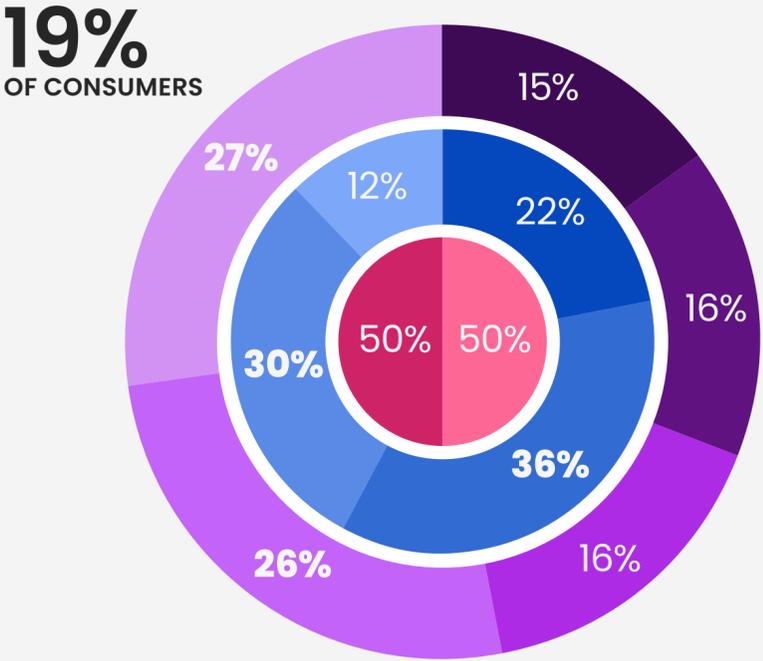
ESPN+ is built for die-hard sports fans. Its strongest appeal is among men and higher-income households. The platform goes beyond mainstream coverage to deliver sporting events and original programming garnering fierce loyalty among Millennials and Gen Xers, and hard-to-reach audiences.

**20%**  
OF CONSUMERS



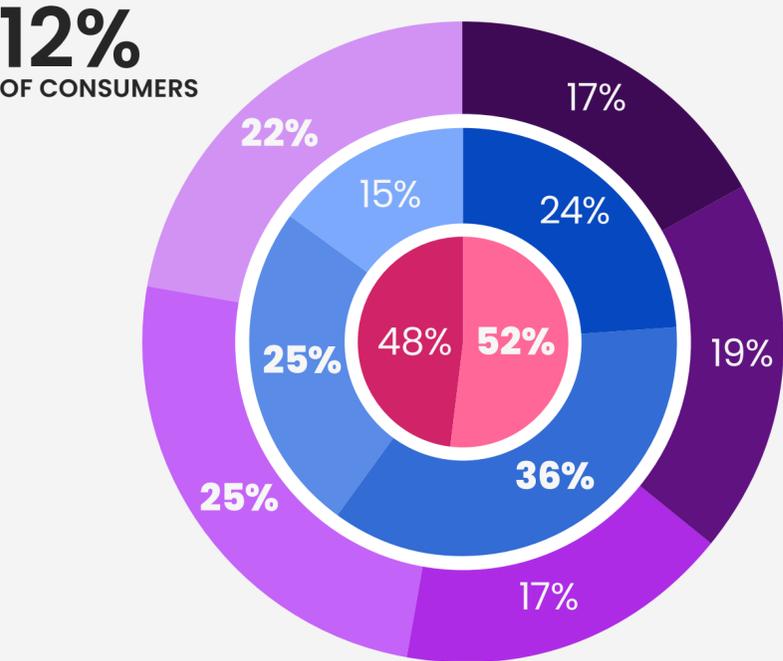
# Apple TV+

Apple TV+ draws a younger, affluent audience seeking prestige over volume. With balanced gender appeal and high engagement among Gen X and Millennials, the platform delivers curated, cinematic content led by marquee talent and award-winning storytelling.



# Discovery+

Discovery+ maintains a steady presence across audiences, appealing to viewers who crave real-life entertainment and comfort content. Gender-balanced and evenly distributed by income, its loyal base is drawn to the unscripted worlds of home renovation, true crime, cooking, and nature.



# How viewers put a price on content

**WE ASKED**

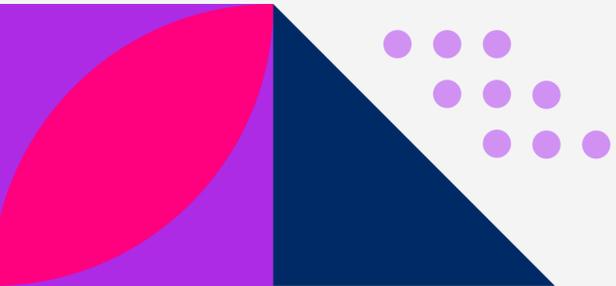
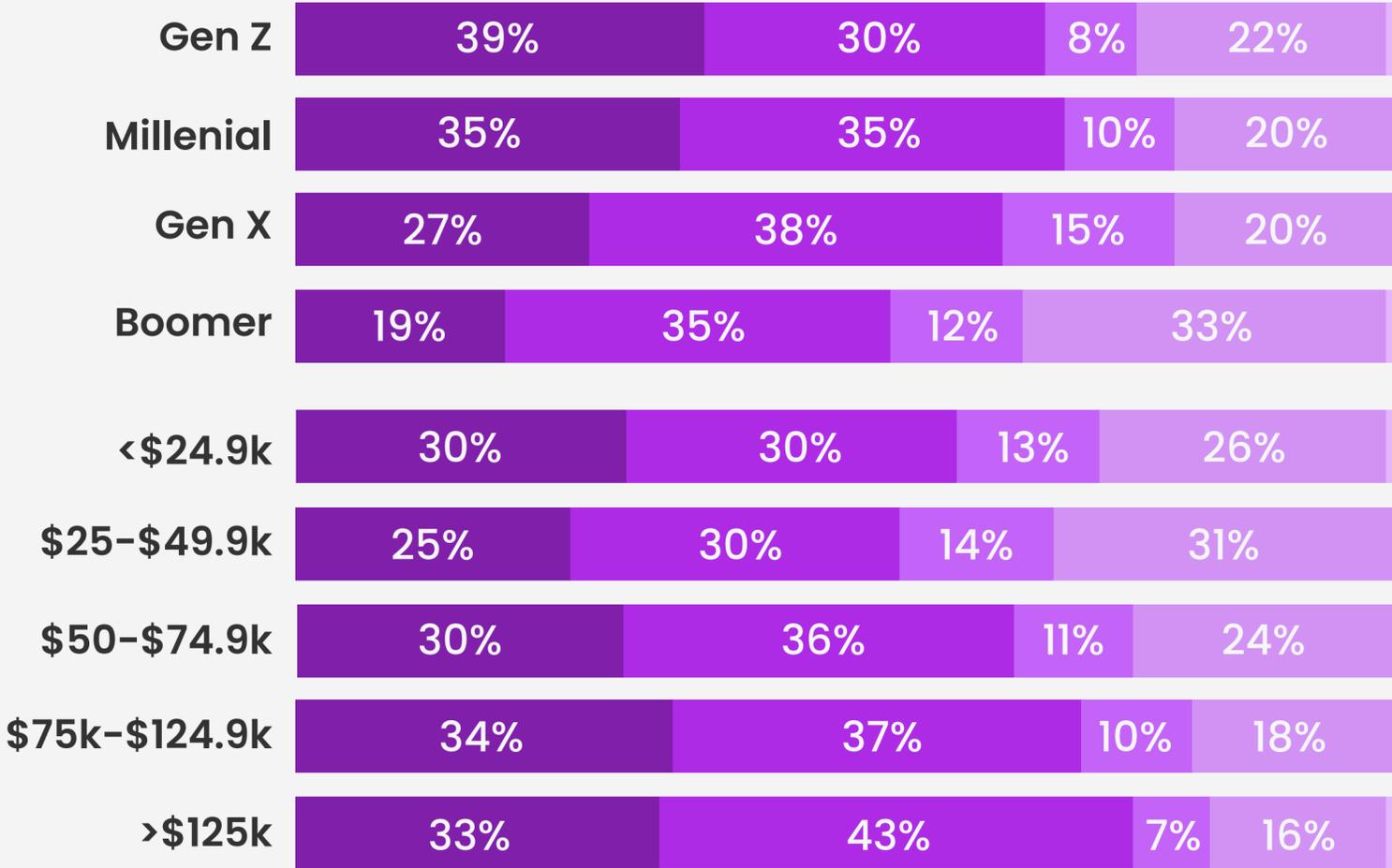
How do you feel about paying for premium video content?



As viewing options multiply, consumers are calibrating their subscription decisions around perceived value, not just price or ad avoidance. When asked about willingness to pay, 35% of viewers say they don't mind paying as long as the content is worth it. That jumps to 43% among \$125K+ households, with higher value expectations.

Younger and high-income consumers may prefer ad-free experiences, but few are motivated to pay simply to avoid ads. What drives payment isn't friction—it's content that earns its keep. If the content delivers, they'll pay. If not, they're perfectly fine with ads.

- I prefer paying for premium content to avoid ads and access exclusive material.
- I don't mind paying for premium content if it offers significant value.
- I'm indifferent, it depends on the content
- I prefer free, ad-supported content over paying for premium content.



# Premium video isn't just sticky—it's a subscription driver

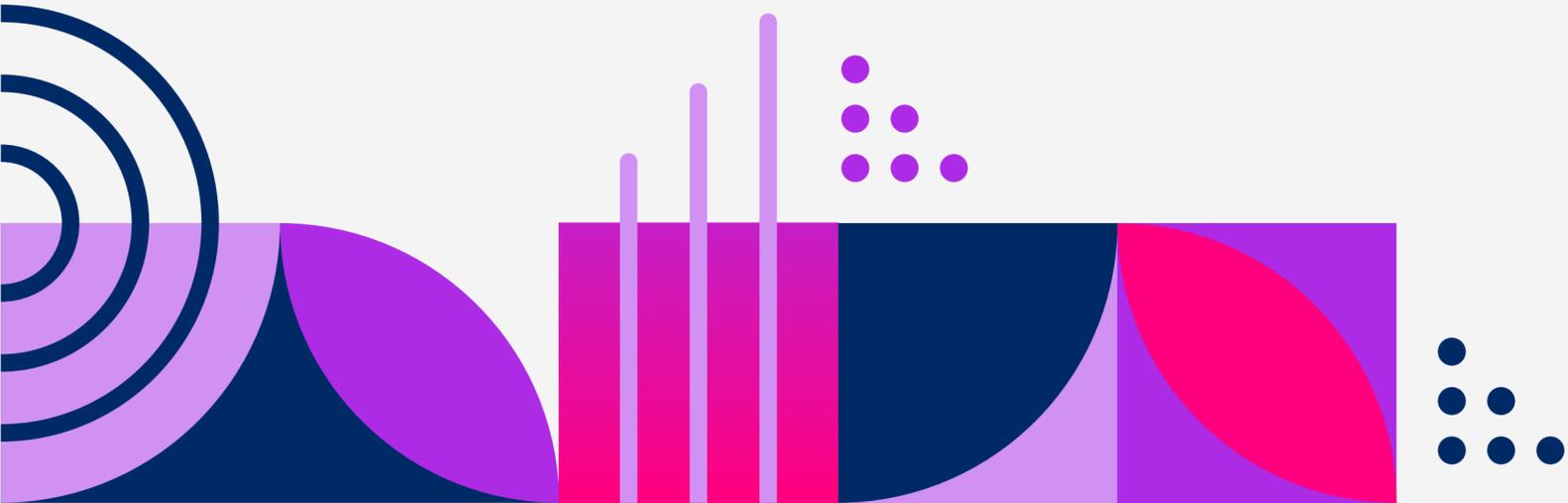
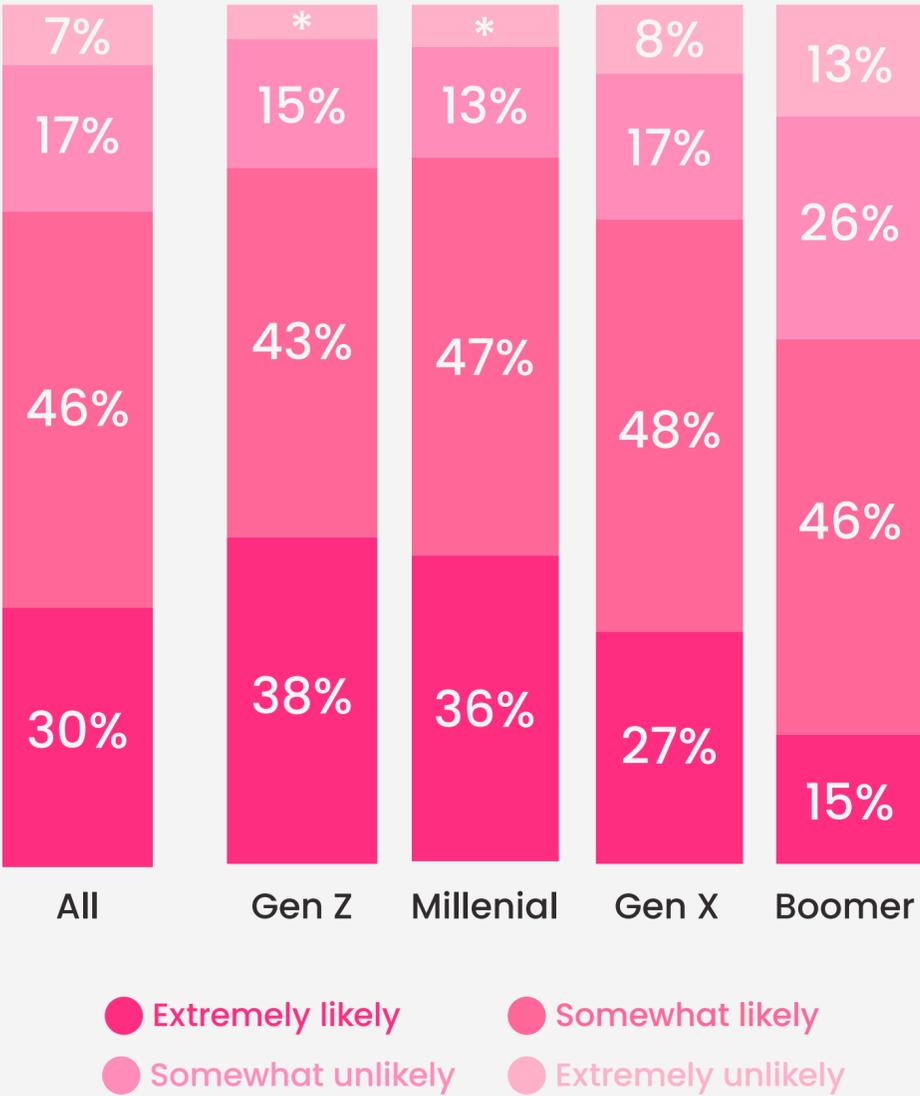
Must-watch content has a strong influence on consumer behavior, especially when it comes to streaming services. When asked **how likely they are to subscribe to a new streaming service to watch a favorite or highly anticipated title**, three out of four consumers said they'd be willing to sign up to access must-watch content. That willingness is even higher among Gen Z, Millennials, and higher-income households—groups that consistently show a stronger appetite for exclusive, high-quality viewing experiences.

This isn't passive media consumption. It's intentional, motivated behavior, confirming that premium video acts as both a destination and a driver. Premium video is where viewers make decisions—and where brands can capture them in the moments that matter most.

**WE ASKED**  
How likely are you to subscribe to a streaming service for premium content premiers?



\* = indicates 5% or less



# Key takeaways

## Lead with audience match, not platform loyalty

The most valuable viewers intentionally choose where and how they watch, favoring CTV apps and direct-to-consumer subscriptions over traditional bundles. While cable and social still play a role, much of the intentional, high-quality viewing experiences happen inside CTV apps – signaling audience quality, mindset, and intent. CTV delivers not only scalable impressions but also better alignment between creative opportunity and consumer receptivity.

## Let platform mix reflect audience value

Your platform mix is a proxy for the audience you're reaching. Premium video is where attention and brand value converge. High-income viewers are concentrated on CTV apps, built on intentionality and engagement. Shifting ad budget toward these high-quality access points, while testing ad-supported tiers for scalable reach, ensures campaigns align with both audience mindset and media efficiency. If you're still planning platforms in isolation, you're not meeting the moment.

## Treat distribution as a performance driver

As premium video consumption continues to fragment, the most effective campaigns build a distribution strategy around how and where attention is earned. Move away from broad buckets of inventory toward smarter planning that's based on audience mindset, content context, and identity signals. Platform strategy should embrace cross-platform measurement, contextual alignment, and real-time audience data to deliver the right message in the right place, every time.

# The multitasking and attention dilemma

To understand how premium video drives impact, we looked beyond what's watched and focused on how it's watched in context. Attention isn't static, and the viewing environment plays a defining role in how ads are received, remembered, and acted on.

To help brands, advertisers, and media better measure and optimize for real-world attention, we examined the broader viewing context, from multitasking behaviors to the creative variables that help ads break through.

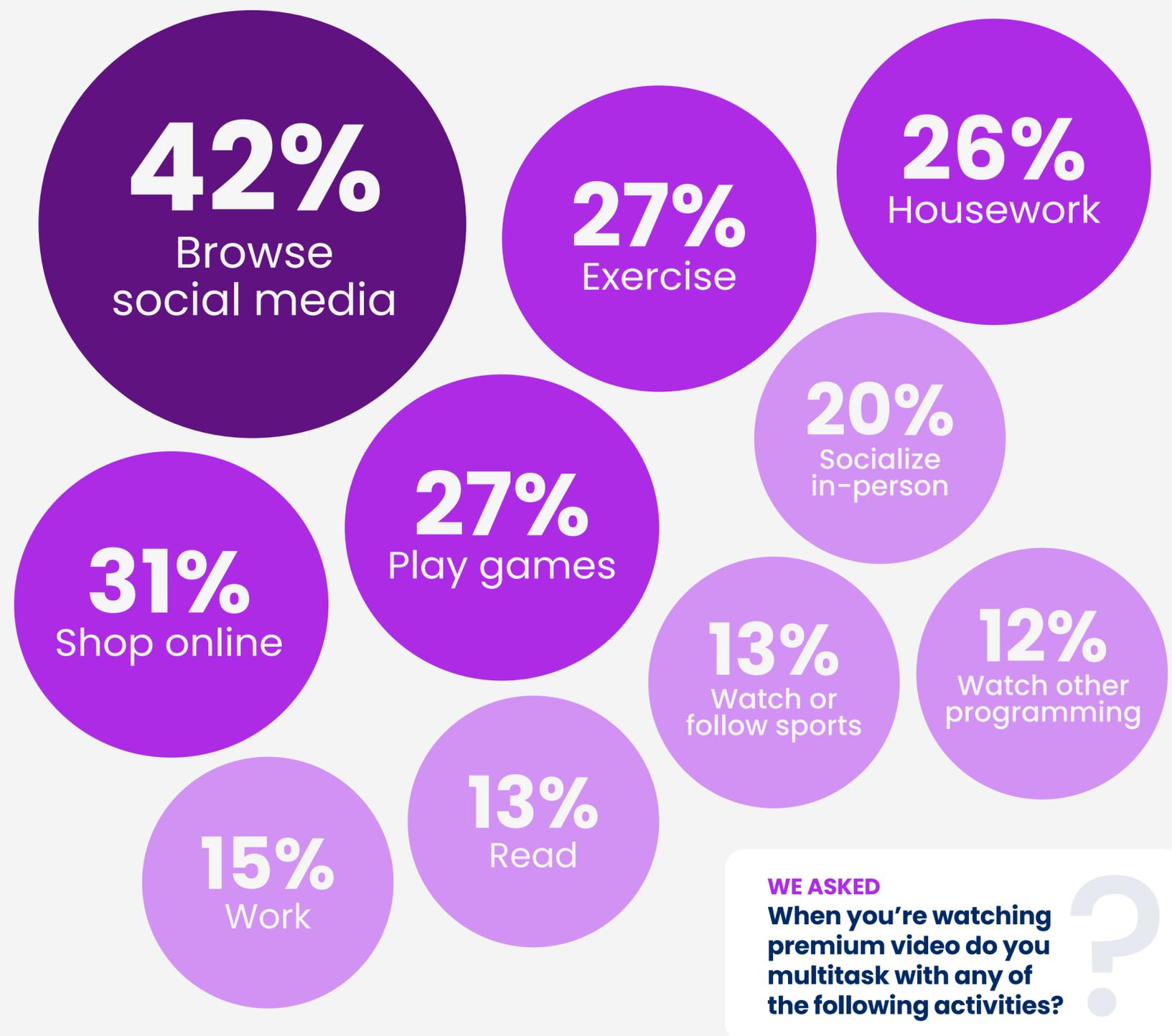
## Implications of a multitasking world

Consistent with findings from DISQO's In-Game Advertising and Sports Advertising reports, multitasking is universal—and unavoidable. Eight-seven percent of all consumers multitask on behaviors like browsing social, shopping online, and playing games.

Second screens aren't necessarily distractions—they're extensions of the moment. Top behaviors like scrolling social media (42%), online shopping (31%), and playing games (27%) are commerce-ready, content-adjacent behaviors.

Because the path to purchase isn't linear and doesn't pause during premium video, ads need to fit the context and moment. Brands and media companies that design for dual-screen environments can transform split attention into impact.

**87%** multitask while watching premium video



**WE ASKED**  
**When you're watching premium video do you multitask with any of the following activities?**



Understanding the dual-screen, multitasking reality isn't about diagnosing distraction—it's about designing smarter strategies that align with it.

**Multitasking is especially prevalent among younger, female, and affluent audiences:**

- 88% of \$125K+
- 94% of Gen Z
- 92% of Millennials



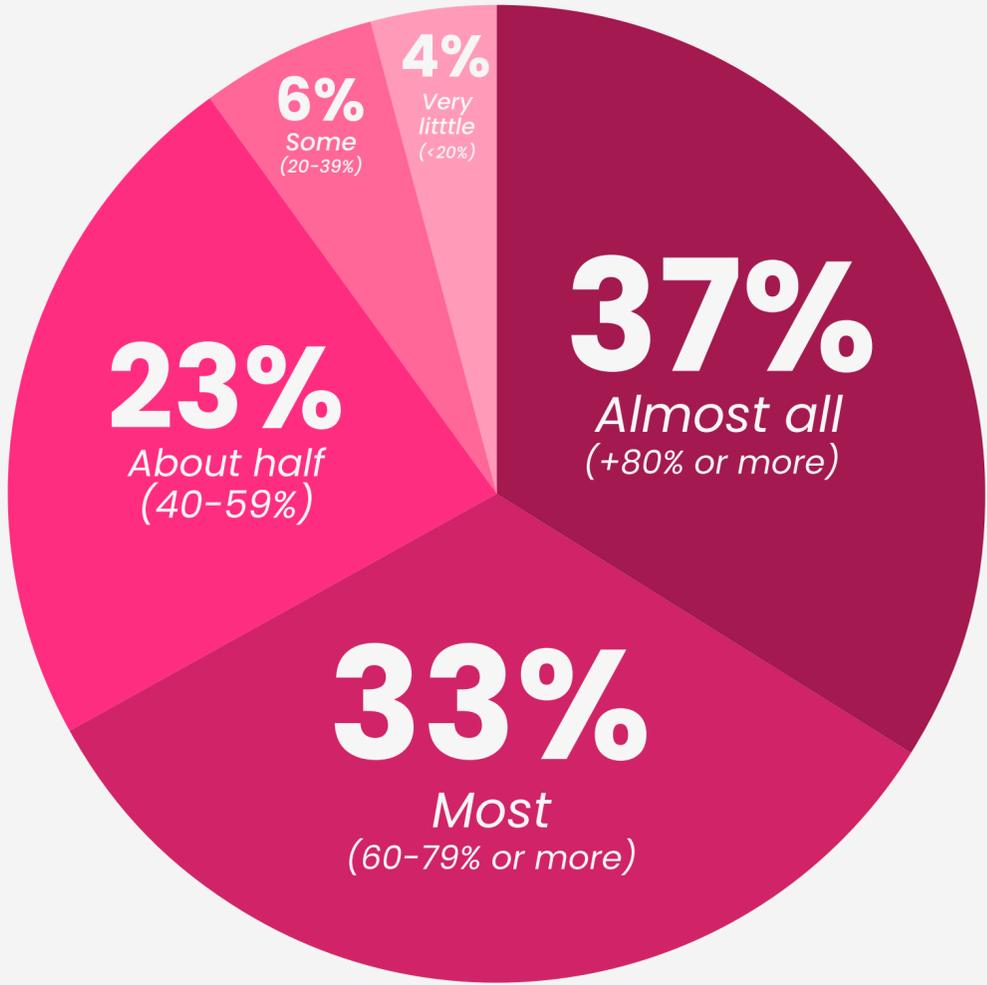
# Balancing multitasking attention & focus

In the battle for attention, premium video holds its ground. Even as viewers multitask, the content still commands primary focus: 34% say they give it almost all of their attention, and another 33% give it most (60–79%).

This deep focus is especially strong among Boomers (47%), compared to 30% of Millennials and 28% of Gen Z. While younger audiences switch between inputs more often, this isn't a sign of disengagement—it's simply how they consume media. For them, multitasking is default behavior, not a distraction.

Rather than trying to eliminate multitasking, smart advertisers build around it—using companion experiences, synced campaigns, and mobile extensions that move with the viewer. The goal is to meet people where they are and make every moment count.

**WE ASKED**  
How much of your attention is on the premium video content when multitasking?



# How to create winning ad moments

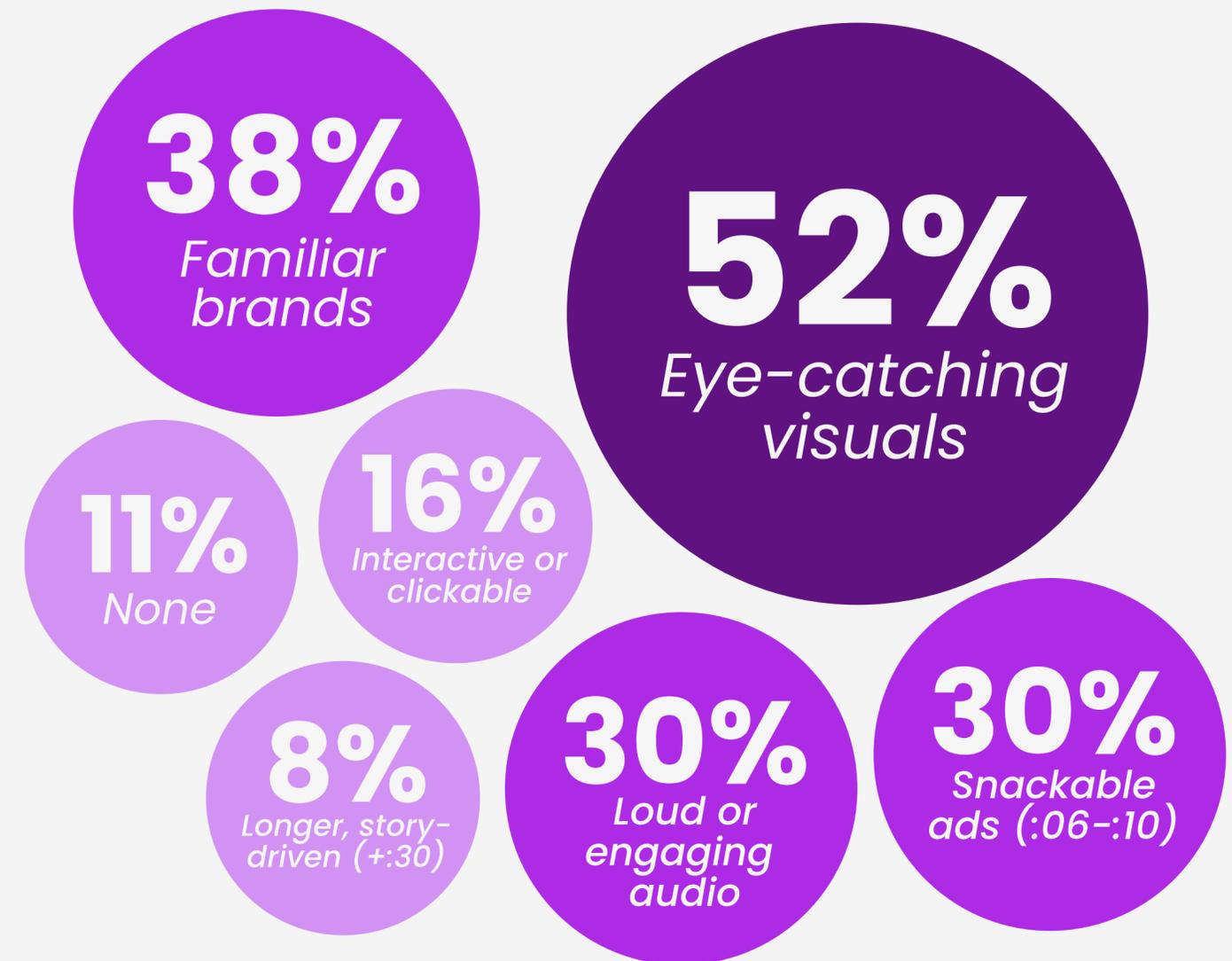
In an environment defined by shorter windows of attention elasticity, viewers may give you the screen, but not for long. **When asked which types of ads are most likely to catch their attention while multitasking**, overwhelmingly, 52% of viewers said eye-catching visuals outpacing brand familiarity by 14 points and ads with engaging or loud audio by 22 points.

Here, the message is clear: your opening frame carries more weight than your closing line.

This reframes the creative brief for advertisers. Brand equity alone isn't enough to break through in fragmented attention environments. In multitasking moments, equity has to be re-earned, and fast.

Advertisers should treat every second as a decision point. Ads that lead with motion, contrast, and immediate clarity are more likely to land, even when the viewer isn't fully focused. If you're running long-form creative in premium video, make sure it's built to match the moment from the very first frame.

**WE ASKED**  
Which types of ads are most likely to catch your attention while multitasking?



# Key takeaways

## Make multitasking moments measurable

Multitasking is the rule, not the exception. Dual-screening doesn't dilute opportunity, it expands it. From social scrolling to online shopping, second screens are active channels in the path to purchase. Brands and media platforms should adopt synchronized cross-platform measurement to track how premium video ads drive downstream behaviors across digital touchpoints. Success means integrating brand measurement with downstream behavior measurement, making multitasking an advantage.

## Win the moment, not the minute

While only 13% of viewers give ads their full attention while multitasking, 59% are mostly present. This is the battleground where attention is partial but persuadable. Eye-catching visuals, especially in the first few seconds, not just brand familiarity, win these moments. Treat every frame like a decision point, ensuring your ad instantly earns attention and sustains relevance.

## Align creative to the context

Premium video content still commands a dominant focus—67% of viewers give it most or nearly all of their attention, but effectiveness depends on creative alignment. Ads with engaging visuals and sound design outperform longer narratives in multitasking environments. For brands, that means adjusting creative briefs from long emotional storytelling to short, striking, and platform-aware grabbers.



# The ad experience

## One ad format or delivery doesn't fit all

For many, traditional commercials still set the standard. Forty percent of viewers say they offer the best premium video ad experience—a number that climbs even higher among Boomers (51%), Gen X (48%), and affluent audiences (\$125K+: 44%).

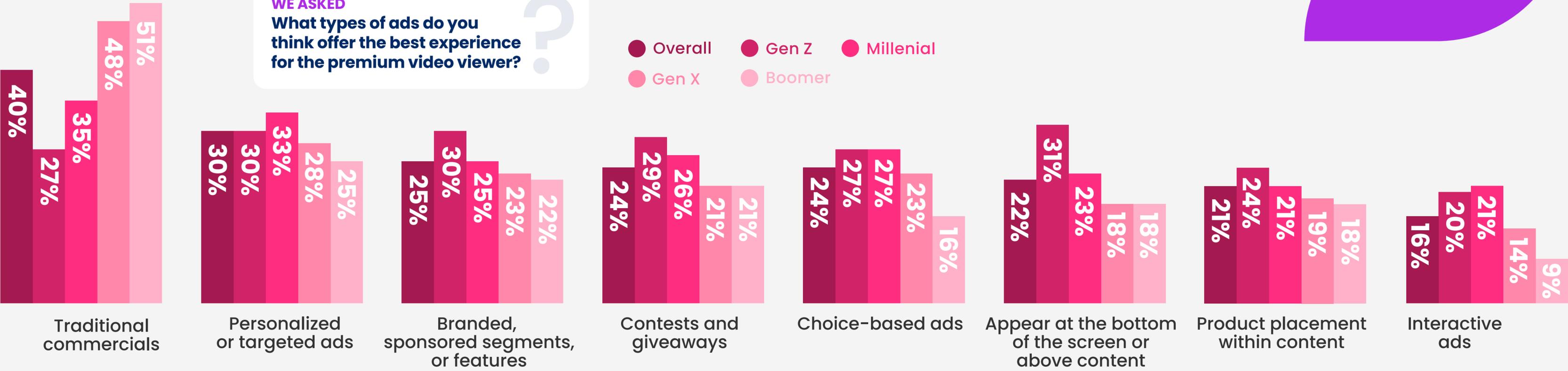
That said, only 27% of Gen Z say traditional commercials deliver the best experience. Instead, they're drawn to ads that blend in, offer choice, or add value.

Interestingly, 30% of viewers rank personalized or targeted ads among the best experiences, making it clear that relevance matters, even when the format is traditional. The right message, delivered at the right time, makes a difference.



**WE ASKED**  
**What types of ads do you think offer the best experience for the premium video viewer?**

- Overall
- Gen Z
- Millennial
- Gen X
- Boomer



## Ad load is at a breaking point

While high-value premium content sets the stage for brands to create ad impact, that tradeoff is wearing thin. Ad load is becoming a delicate line to walk, and for many viewers, it's starting to feel like too much.

Only seven percent of people say they'd accept more ads, while a full 56% believe there are already too many. Some segments still show relative comfort. Gen X (43%) and high-income households (\$125K+: 40%) are the most likely to say the ad load feels "just right," more accustomed to ad-supported models, and less sensitive to interruption.

However, only 33% of Gen Z and Millennials believe ad volume is appropriate. Gen Z is the most vocal, with 26% saying there are far too many ads—the highest percentage of any group.

For publishers and advertisers, the message is clear: premium content doesn't grant unlimited permission to interrupt. "Just right" isn't a margin of safety, it's a tightrope.

**WE ASKED**  
What do you think about the amount of ads in premium video content you watch?

**37%**  
Just right amount

**35%**  
There are too many

**21%**  
There are way too many

**7%** Accept more

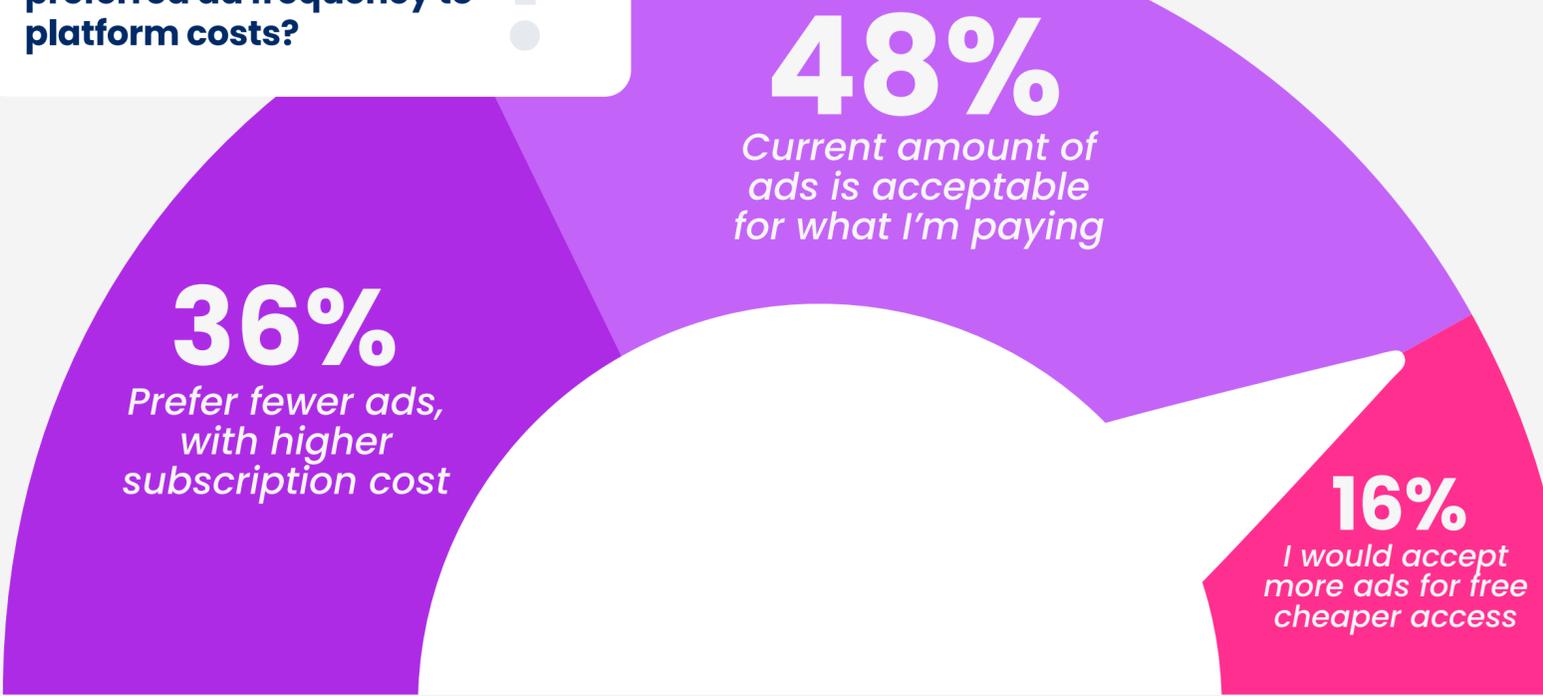
## Aligning ad load to subscription costs

Viewers are still tolerating the ad experience in premium video—but just barely. Beneath the surface, preferences are pulling in opposite directions. Nearly half of viewers (48%) say they're okay with the current tradeoff between ads and subscription costs. However, 36% want fewer ads, even if it means paying more, and only 16% would accept more ads in exchange for a lower price.

Higher-income audiences are setting the bar. Among households making over \$125K, 39% want fewer ads even if it costs more. And just 14% of them are open to more ads, even at a discount. For this segment, ad tolerance is about perceived value. And the pressure is even stronger from younger viewers. Forty-one percent of Gen Z and 42% of Millennials say they'd rather pay more to see fewer ads.

The takeaway? Ad load strategy must be audience-aware and calibrated by age, income, and expectations.

**WE ASKED**  
**Which best describes your preferred ad frequency to platform costs?**



# Viewer perceptions on retargeting

While personalization captures viewer attention, the real impact depends on how these ads are perceived.

**When asked how viewers feel about seeing ads for products they browsed in the last 24 hours**, nearly three-quarters (74%) react positively, describing them as convenient, curious, or intriguing. Only 26% report feeling annoyed, overwhelmed, or creeped out.

This confirms what we already know: retargeting works, but especially when it respects the viewer’s mindset and moment. Gen Z and Millennials are significantly more likely to describe retargeted ads as helpful or intriguing, not disruptive.

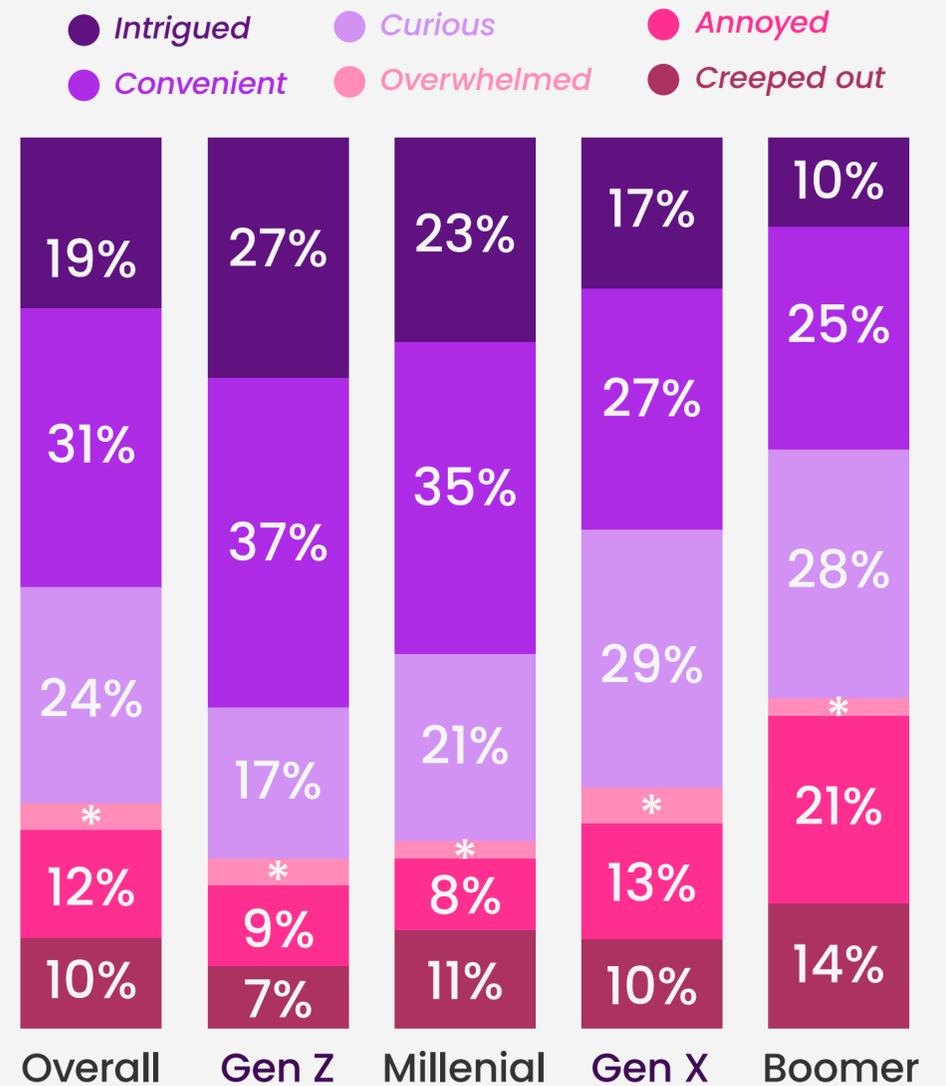
For them, it’s not just about relevance—it’s about resonance. A timely follow-up ad feels like a helpful nudge, not an overstep.

Older generations, however, show more caution. Boomers are the most likely to describe retargeting as “creepy” (14%) or “annoying” (21%), while Gen X and Boomers show higher levels of curiosity than outright enthusiasm.

Personalization that feels insightful and helpful for one group can feel invasive to another. It’s not just what the ad says—it’s when it shows up, how it’s framed, and whether it adds to the moment or interrupts it.

**60%**  
agree ads should reflect interests & behavior

**WE ASKED**  
How do you feel about seeing ads for products you browsed in the last 24 hours?



\* indicates 5% or less

# Key takeaways

## Format and frequency must flex with expectation

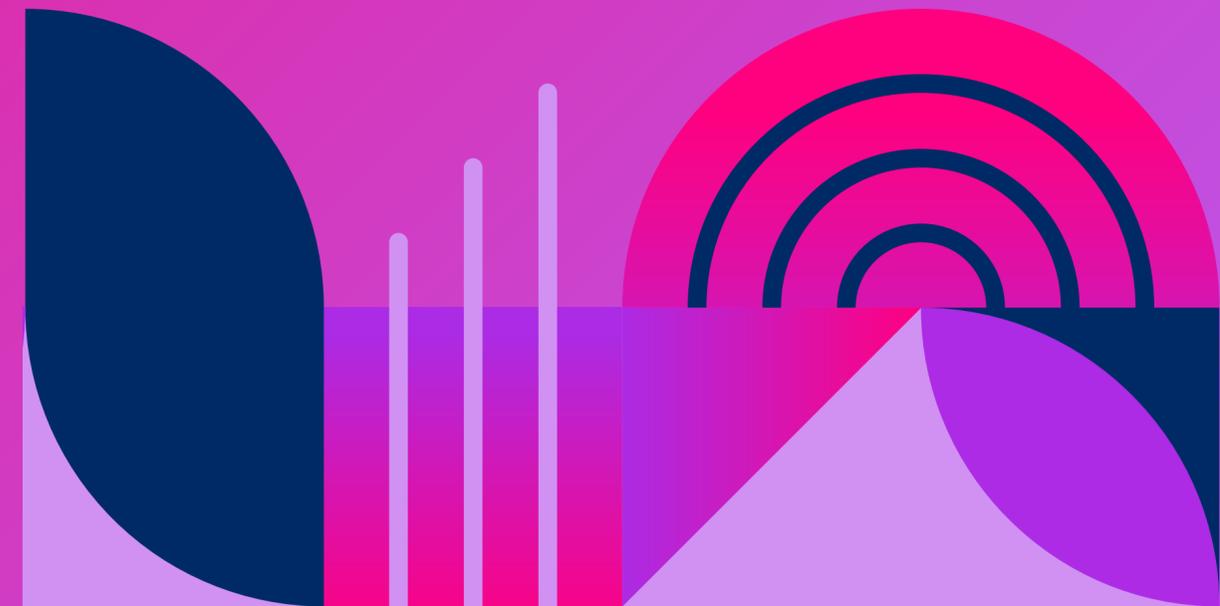
In premium video, there's no single definition of a great ad experience. Traditional spots still signal polish to older and affluent viewers, but younger audiences want control, choice, and contextual relevance. At the same time, tolerance for ad load is shrinking. Smart media strategies balance format with frequency, and flex to meet shifting expectations.

## Personalization is expected, but execution matters

Sixty percent of viewers say ads should reflect their interests or behavior, but precision without nuance risks undermining the experience. Brands and agencies must move beyond basic retargeting toward creative that feels timely and respectful. Streaming platforms, in turn, should provide the behavioral intelligence and contextual cues to enable personalization that resonates, not stalks.

## Value must match the moment

Consumers are still willing to tolerate ads, but only to a point. The exchange must feel fair. As expectations shift by age and income, ad load strategies should deliver value in return, whether through reduced costs, relevant content, or premium experiences. The right balance builds trust. The wrong one breaks it.



# What makes ads resonate

## How to make your ads standout

It's critical for brands and advertisers to understand what draws viewers into an ad to stand out in a crowded premium video environment.

When asked **what makes them notice an ad**, 30% of viewers pointed clearly to humor, overperforming with Boomers (38%), Gen X (36%), and high-income audiences (35%). These groups want ads that entertain and feel smart, not overly emotional or aspirational. In fact, celebrity endorsements (7%) and sentimentality (6%) scored lowest across the board.

Gen Z plays by different rules. Only 15% say humor makes them notice an ad. Instead, 29% say "entertaining" content captures their attention, the highest of any generation. They're also the most responsive to celebrity endorsements (14%). For this group, ads need to feel like content, not commercials. They value vibe over message and relevance over narrative.

The implications are clear: attention is triggered by different cues across audiences. For younger viewers, the bar is creative novelty and entertainment value. For older viewers, it's humor and clear utility. For high-income households, smart, entertaining, creative works, but emotional appeals don't.

**WE ASKED**  
What makes you notice an ad?



**30%** *Humorous*

**22%** *Entertaining*

**13%** *Informative*

**12%** *Relevance*

**10%** *Nostalgia*

**7%** *Celebrity endorsement*

**6%** *Sentimental*



# Real-world success with a Premium Video Powerhouse

## Measuring campaign success during a major sporting event

### Overview

A leading global media and entertainment company partnered with DISQO to evaluate the effectiveness of its high-profile sporting event. With major stakes in live sports and premium content, the publisher aimed to validate the value of its cross-platform media investments for its clients in driving brand growth and consumer action.

### The Challenge

The ad campaigns needed to do more than generate buzz—they had to demonstrate clear, quantifiable lift across the entire marketing funnel. The publisher sought to understand not only whether their advertisers' campaigns increased awareness, favorability, and purchase intent, but also how individual platforms like TV and digital contributed to these outcomes. In particular, they wanted to isolate the impact of TV exposure and frequency on brand engagement.

### The Solution

Using DISQO's single-source, identity-based measurement, the publisher was able to capture both Brand Lift and Outcomes Lift metrics. DISQO measured attitudinal changes such as awareness and favorability, alongside behavioral outcomes like purchase intent—providing a comprehensive view of campaign impact. Multi-platform exposure was evaluated, with TV and digital channels analyzed both separately and in tandem, including frequency tiers.

# Real-world success with a Premium Video Powerhouse

## The Results

The campaigns delivered during the sporting event delivered exceptional results—outperforming DISQO’s industry norms throughout the funnel. On TV, key results included:

- **Top-of-funnel gains:** +2 point lift in unaided awareness and +3 point lift in aided awareness
- **Mid-funnel performance:** +6 point lift in familiarity, +5 point lift in consideration, and +6 point lift in favorability
- **Bottom-of-funnel action:** +5 point lift in purchase intent

As the standout driver, a high frequency of exposure 10+ times on TV delivered the most notable impact across nearly all metrics:

**Unaided Awareness** +3 pts

**Familiarity** +10 pts

**Ad Awareness** +21 pts

**Message Association** +5 pts

**Favorability** +11 pts

**Consideration** +9 pts

**Purchase Intent** +14 pts

Younger audiences (ages 18-34) and category-intent consumers also responded especially well, validating the value of tailored targeting strategies.

Data based on median topline 2024 brand lift results for campaigns run during the publisher’s sporting event

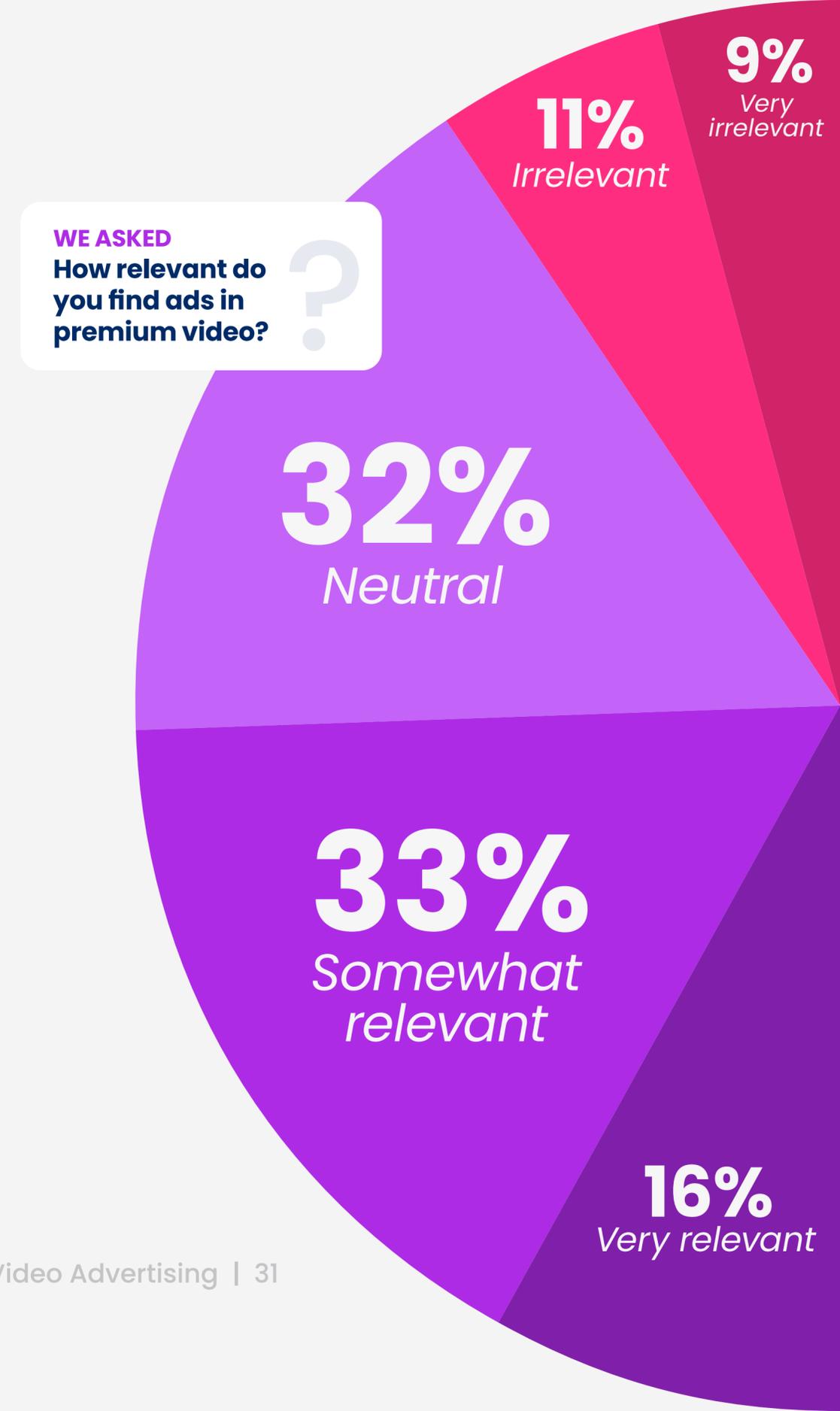
## How ad relevance reinforces action

If diverse action is what premium video unlocks, relevance enables it. And while premium environments deliver the audience and attention, the message needs to match the moment.

**When asked how relevant they find ads in premium video**, nearly half of viewers (49%) said the ads were relevant—16% said very relevant, and 33% said somewhat relevant. Just 20% found them irrelevant, leaving a full 32% sitting squarely in the middle.

For brands and advertisers, this neutral group presents a prime opportunity. These aren't viewers rejecting the ads, they're undecided. And that means they're movable. Testing and measuring small shifts in tone, timing, or creative format could easily convert neutrality into resonance. In premium video, attention is already there, so advertisers must close the creative and contextual relevance gap.

**WE ASKED**  
**How relevant do you find ads in premium video?**



## Presence alone doesn't guarantee brand value

In premium video, showing up isn't the same as standing out. While high-quality content can enhance brand perception, viewers don't automatically reward presence, they reward relevance.

While 46% say they place more value on brands that advertise in content they enjoy, nearly one in four disagree, and 32% feel neutral. This tells us that premium placement can create a brand halo, but only when it fits.

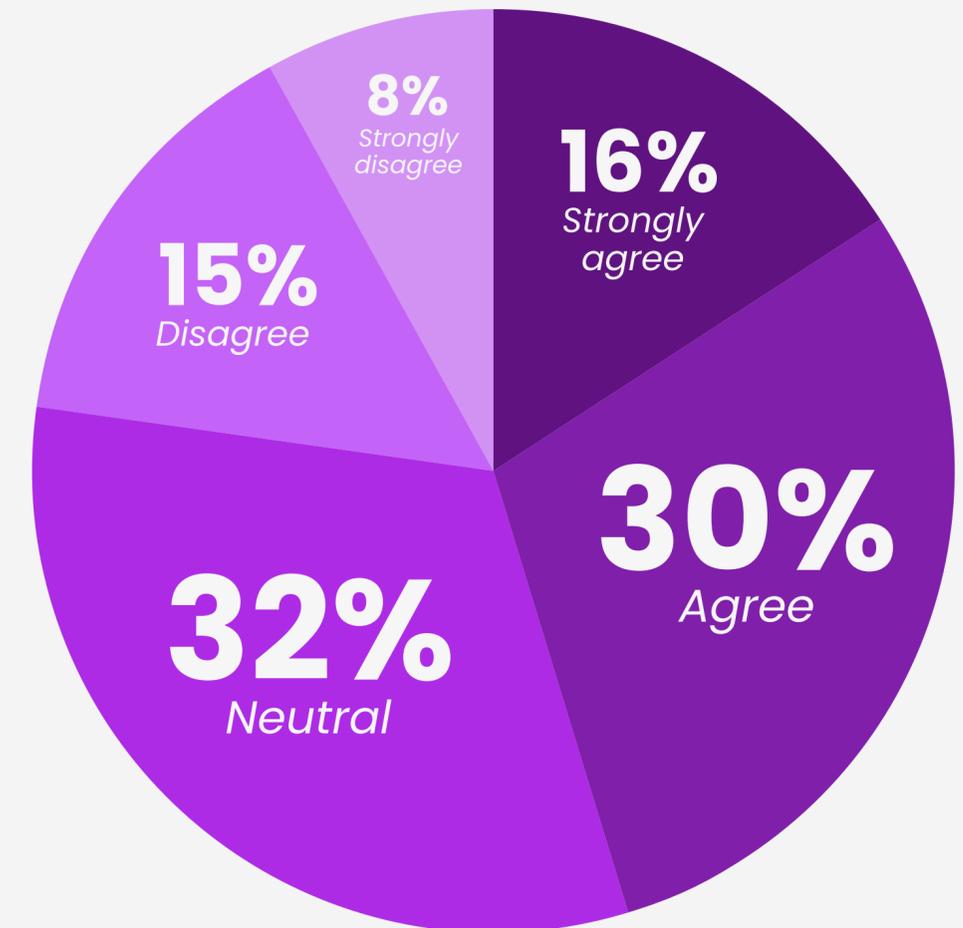
For Gen Z, that fit matters. They're the most likely to strongly agree (23%) that they value brands based on where they appear, viewing presence in premium content as a credibility cue. They notice who shows up, where, and how. In their eyes, brand placement can signal cultural awareness, intent, and even trust.

### WE ASKED

"I place more value on brands that advertise on premium video content I like?"



### Favorability:



## Premium video's power to move the funnel

Premium video isn't just building awareness—it's nudging people toward purchase. But that movement depends on how well the message fits the moment.

Nearly half of viewers (49%) agree they're more likely to consider purchasing a brand that advertises on content they enjoy, including 17% who strongly agree. But 29% are neutral and 23% disagree. Here, most viewers are either already leaning in or waiting for a reason to.

Gen Z stands out as the most responsive group, with 60% total agreement (28% strongly agree), more than double any older demographic. For them, premium content isn't just entertainment, it's a lens for brand identity. Who you advertise alongside signals who you are. In their world, media context equals brand relevance.

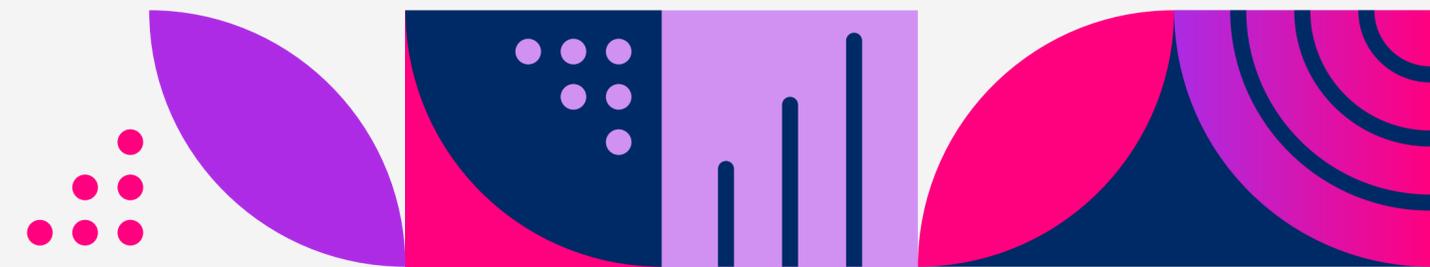
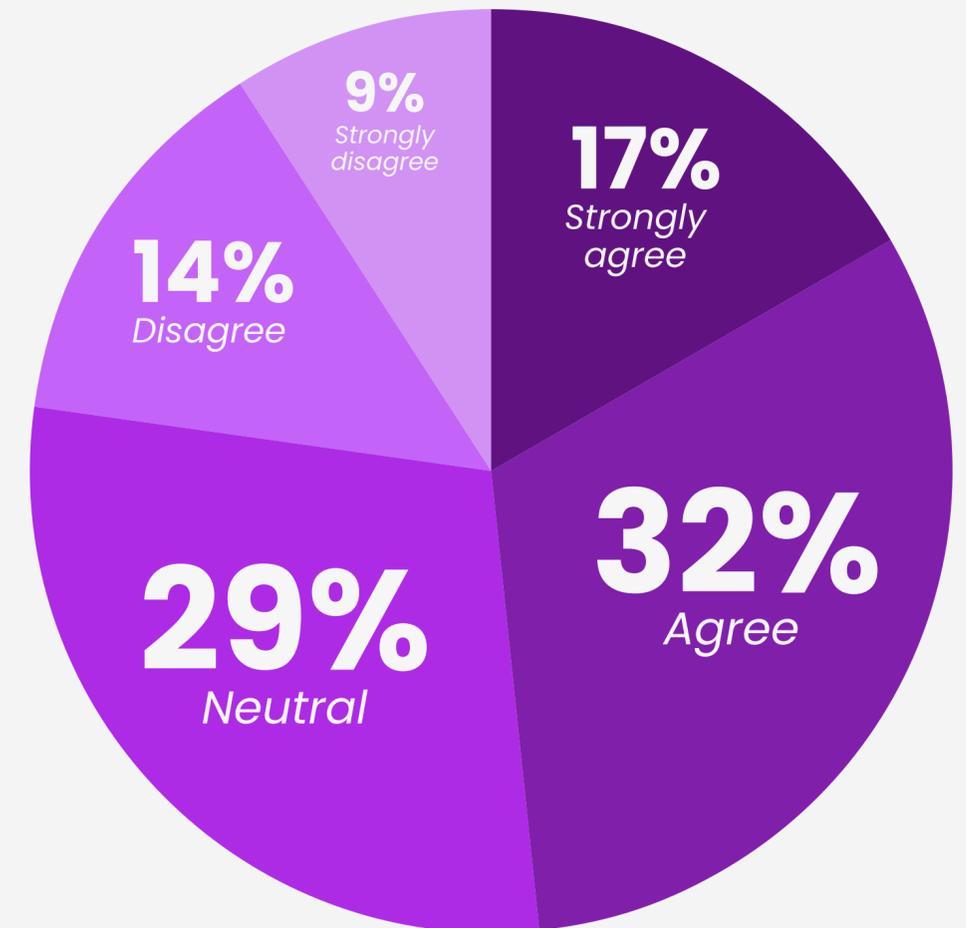
This signals premium video isn't just a top-of-funnel play. It has real mid-funnel power, especially with younger audiences who use content as a proxy for brand alignment.

### WE ASKED

"I am more likely to consider purchasing brands that advertise on premium video content I like"?



### Consideration:



## Premium video triggers diverse actions

Looking deeper into engagement patterns, the real action premium video often drives is captured in behavioral intent, expressed downstream or socially layered on direct interactions like clicks or conversions.

When asked if viewers have ever taken action on an ad while watching premium video, 40% of viewers said they looked up the brand or product later, a strong to mid- to lower-funnel signal. Thirty-three percent said they discussed the ad with someone. At the same time, 19% reported making a direct purchase.

This means that if you're only measuring premium video on last-touch or direct interaction metrics, you're dramatically undercounting its value as a catalyst for familiarity, consideration, and conversation.

Action from premium video ads is asynchronous and multi-modal:

- If it's not a click—it's a Google search two hours later
- If it's not a purchase—it's a conversation that leads to a future conversion
- If it's not a direct engagement—it's a QR scan saved for later and opened on mobile.

Brands and advertisers that align creative and ad measurement strategies around this deferred impact model will unlock the full value of premium placements.

### WE ASKED

Have you ever taken action on an ad while watching premium video?



**40%** Looked up the brand or product later

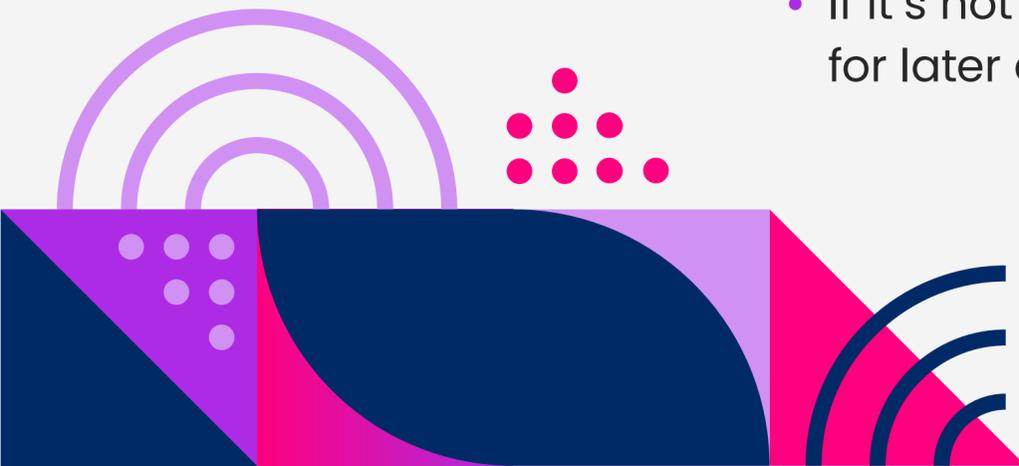
**33%** Talked about it with someone

**19%** Made a purchase

**16%** Interacted with an ad (QR, Clickable)

**14%** Saved it for later

**26%** Never



# Key takeaways

## Measure behavior to unlock relevance

Premium video drives meaningful outcomes from consideration to brand search and site visitation, but these often fall outside traditional measurement frameworks. This is a call to reframe success metrics with deterministic, identity-based measurement, optimizing for full-funnel outcomes, not just immediate clicks. For media platforms, this is a chance to prove value by connecting content-driven engagement with downstream behavior.

## Creative breakthrough starts with audience insight

What captures ad attention is audience-specific: humor works for older and affluent viewers; younger audiences gravitate toward ads that feel like content, not interruptions. To resonate, brands must build campaigns that reflect how different audiences define quality, value, and engagement.

## Premium video drives action, even if it's not immediate

Nineteen percent of viewers say they've made a direct purchase from a premium video ad. But that's just the start. Forty percent looked up the brand later, and one in three talked about the ad with someone else. These are high-value behaviors that don't always show up in traditional metrics. Failure to measure these key conversion points can miss strategies that move consumers closer to conversion.



# Advertising measurement with DISQO

## Brand & Outcomes Lift

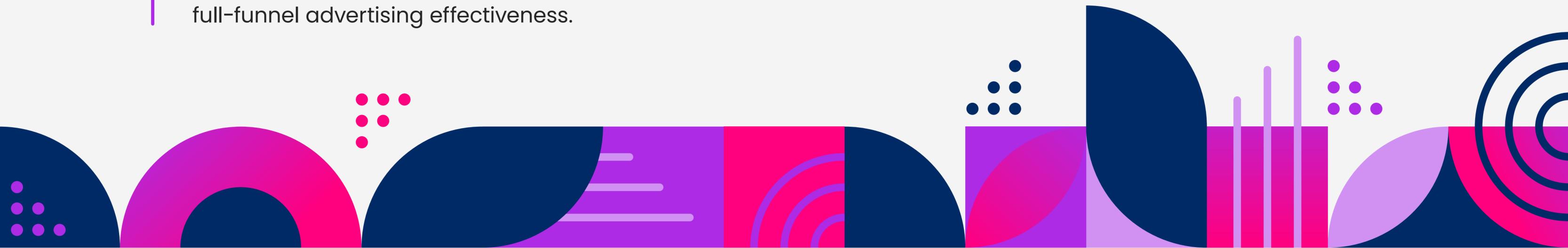
DISQO provides holistic ad measurement with a single-source, identity-based methodology. Our Brand Lift product enables cross-platform measurement of attitudinal lift on KPIs like awareness, consideration, and favorability. Our Outcomes Lift product uniquely adds measurement of post-ad exposure digital behaviors like search, site visits, and e-commerce activities. Combined, these products give a complete picture of full-funnel advertising effectiveness.

## Brand & Agencies

At a time when media spend is under scrutiny, DISQO reveals exactly how advertising drives tangible business outcomes and, importantly, which channels are moving the needle most. This allows you to prove the effectiveness of investments and make valuable ROI optimizations.

## Media Platforms

Media platforms today need to prove how their content delivers against campaign goals. DISQO offers measurement of consumer actions after ad exposure once the consumer leaves your domain. This enables powerful conclusions about performance so you can get proper attribution for the efficacy of your media and ad formats.



 **DISQO** | REPORT

# Measure cross-platform ad effectiveness with DISQO

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