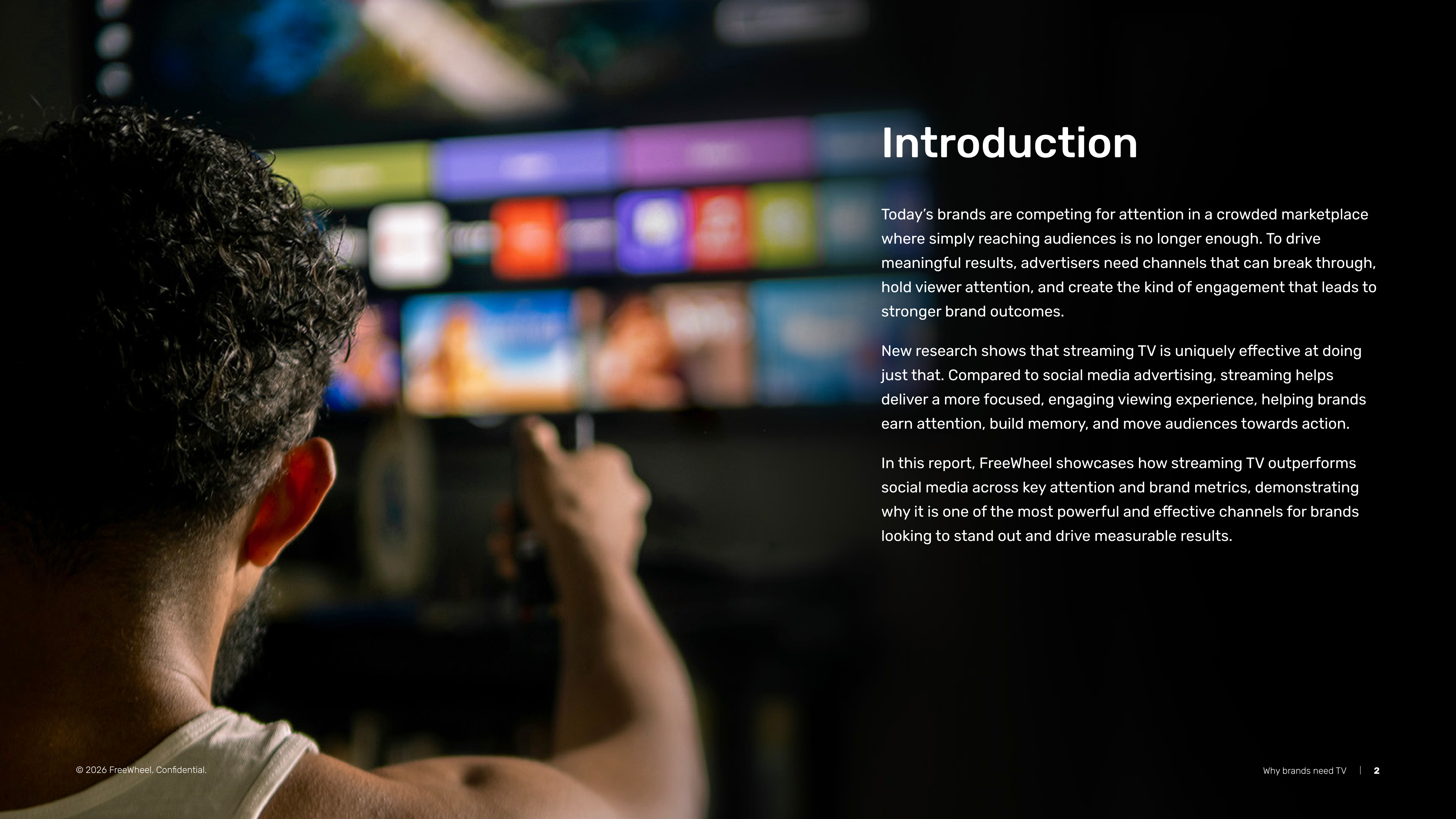




WHY BRANDS NEED TV

How Streaming Captures Viewer Attention That Drives Performance





Introduction

Today's brands are competing for attention in a crowded marketplace where simply reaching audiences is no longer enough. To drive meaningful results, advertisers need channels that can break through, hold viewer attention, and create the kind of engagement that leads to stronger brand outcomes.

New research shows that streaming TV is uniquely effective at doing just that. Compared to social media advertising, streaming helps deliver a more focused, engaging viewing experience, helping brands earn attention, build memory, and move audiences towards action.

In this report, FreeWheel showcases how streaming TV outperforms social media across key attention and brand metrics, demonstrating why it is one of the most powerful and effective channels for brands looking to stand out and drive measurable results.



Social media environment

The first group of participants scrolled through social media feeds of Instagram and/or YouTube. A second group scrolled through a video feed of YouTube Shorts and/or Facebook Reels. Ads were embedded throughout.



Streaming TV environment

Participants chose to watch a 30-minute program from a number of viewing options within an unbranded streaming interface. Ads were integrated throughout.

About the study

FreeWheel partnered with MediaScience to study how different types of ad exposures impact recall and perceptions for brands.

436 participants across both in-lab and in-home environments

Viewers were shown 30-second ads in

- Social media environments
- Streaming TV environments

Viewers were exposed to an even mix of well-known and lesser-known brands

Viewers were measured with:

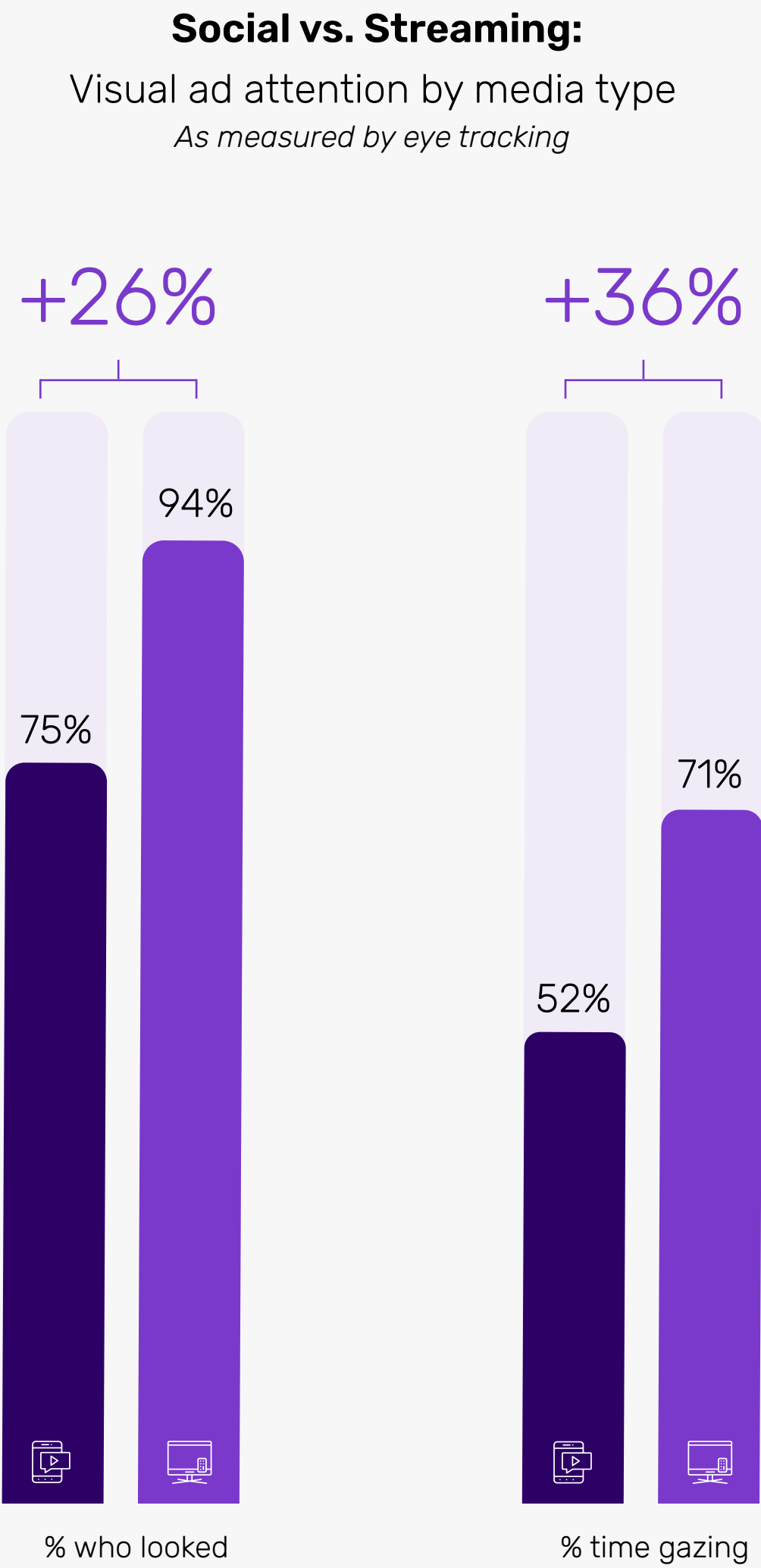
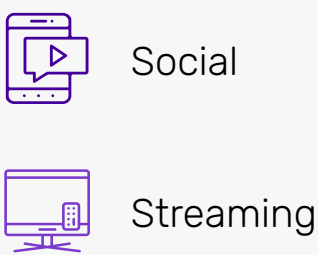
- Biometrics including eye tracking
- Post-exposure survey

The comparisons shown in this report are statistically significant ($p < 0.05$), indicating that the observed differences are likely not due to chance but are meaningful and reliable.

Streaming earns stronger visual attention than social media

Viewers of ads on streaming are +26% more likely to look at the ad and spend +36% more time watching the ad compared to social media.

This capacity to command attention shows why premium environments deliver more effective impressions – the kind that can drive measurable outcomes.



Streaming captures attention that leads to brand recall

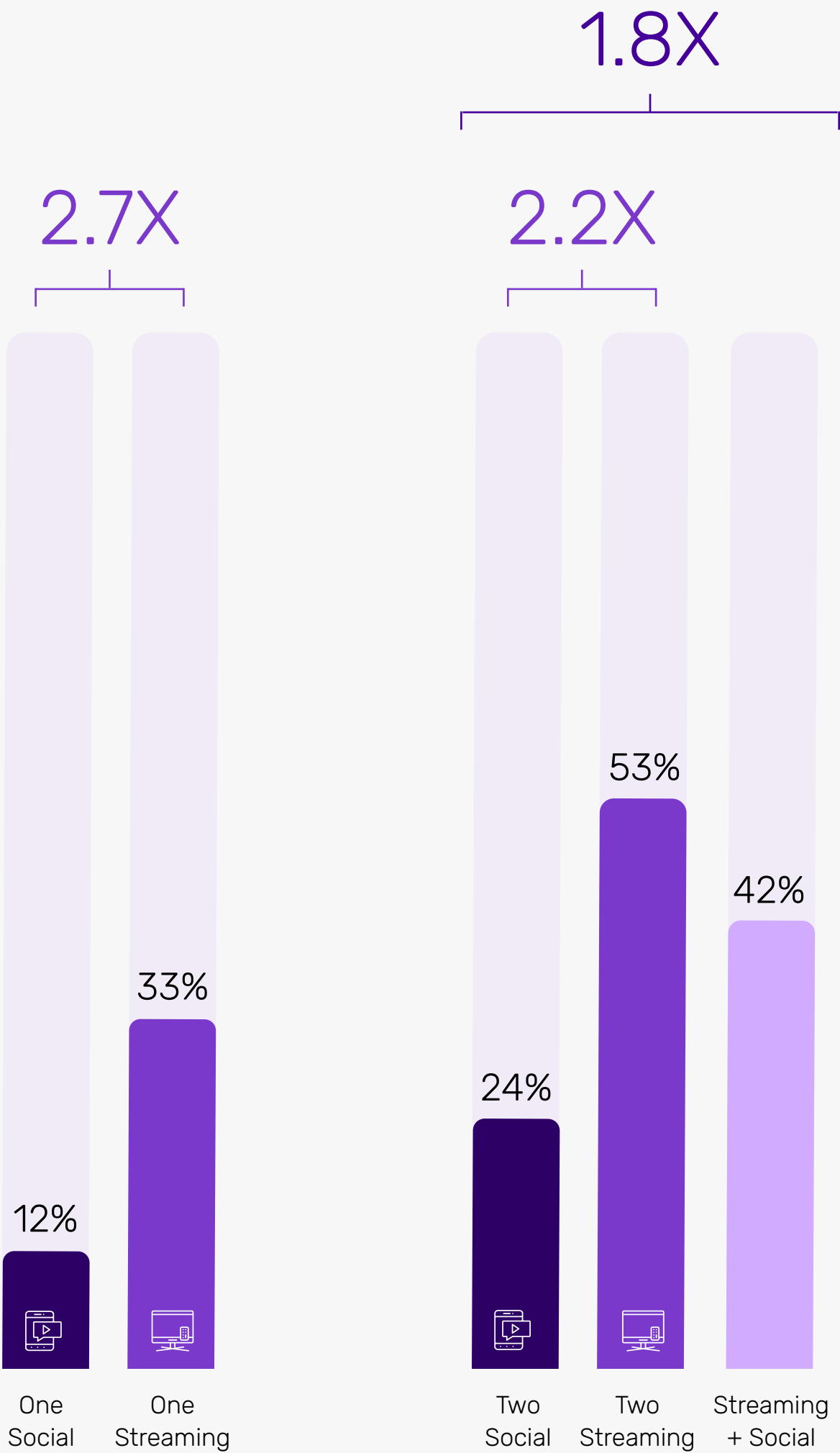
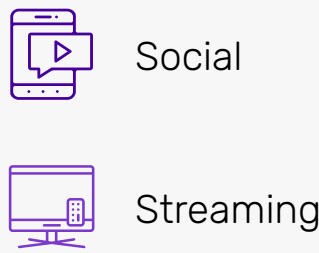
For brands, streaming helps viewers build recognition, generating more memory per impression than social media.

Unaided brand recall is 2.7X higher

when viewers are exposed to a streaming ad versus a social media ad. And with two exposures, memory and brand recall increase.

What's more is that when a streaming ad is paired with a social ad, it drives **1.8X higher unaided brand recall** than two social media ads alone.

Social vs. Streaming:
Unaided brand recall
by media type



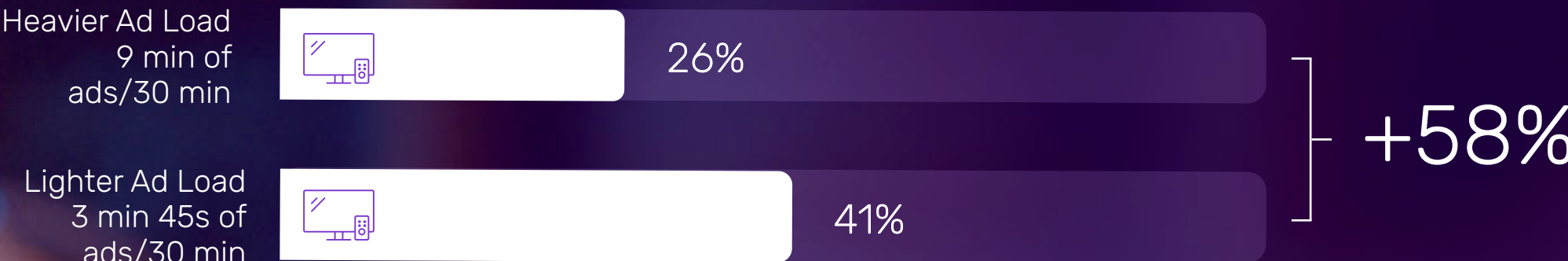
Ad loads can impact streaming's effectiveness

Lighter ad loads help boost attention and brand recall

While streaming is proven to drive brand results more effectively than social, research indicates that lighter ad loads and shorter breaks can help improve attention and viewer satisfaction leading to higher brand impact.

When audiences see a streaming ad within a lighter ad load environment, unaided brand recall is +58% higher than when they saw that ad within a heavier ad load environment.

Unaided Brand Recall by Streaming Ad Load Environment



Previous research found that shorter ad pods can deliver up to 2X higher brand impact, leading innovative platforms to create premium curated packages around lighter ad loads to give advertisers opportunities to maximize engagement and recall.

Streaming strengthens lower-funnel action of social ads

Streaming’s power lies in its ability to capture attention and build memories that drive results throughout the entire marketing funnel. But it doesn’t stop there. When streaming is part of a brand’s media mix, it strengthens the impact of other channels, including social.

When streaming is added to social, lower-funnel actions increase

Compared to two social exposures



2.1X

more likely to visit the brand website



2.1X

more likely to look for more information



2.2X

more likely to keep an eye out for a deal or offering

While an additional social impression does not deliver a significant lower-funnel lift, the addition of a streaming impression significantly boosts outcomes.





Streaming drives brand outcomes better than social media

Streaming continues to capture attention that inspires action. As the ability to both buy and measure becomes easier, it's the most effective channel to deliver performance and measurable outcomes.

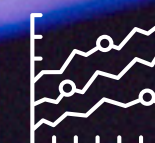
Here is how advertisers can drive brand impact with streaming:



Prioritize streaming to optimize for effective impressions that earn attention and build memory.



To increase the effectiveness of other channels, like social, pair them with streaming to help drive outcomes throughout the funnel.



Partner with a platform that uses robust measurement to prove how streaming impressions are delivering results.



FreeWheel technology is built for streaming and TV ads. We connect buyers and sellers directly, making it easier to access supply and demand. We provide all the tools, data, and insights you need to maximize results. [Read more insights on TV premium video advertising here.](#)



Voice of the Viewer

How ad experiences impact streaming for viewers

This report dives into viewer sentiment on streaming, revealing where viewers are satisfied, where they're frustrated, and how advertising impacts their overall experience—offering advertisers and publishers advice on how to ensure the ad experience keeps up with viewer expectations.

[Download Report](#) —>



Maximizing Brand Recall Through Contextual Alignment

How contextual results drive results for advertisers

This report delivers findings from an innovative study on the impact of contextually aligned ads on the viewer's memory for brands and offers considerations for how advertisers and publishers can capitalize on the benefits of contextual alignment.

[Download Report](#) —>



Innovative Ad Formats in Streaming

Preserving the Novelty Effect

This report examines the presence of new ad formats in streaming content and their impact on the viewer experience, outlining the extent to which viewers are seeing them around the globe, the use cases for different types of new ad formats, and the advantages of preserving the novelty of these formats to benefit both viewers and advertisers.

[Download Report](#) —>

A woman with dark hair tied back is sitting on a couch, singing into a black microphone. She is wearing a light-colored, possibly white, top. The background is a living room with a large wooden bookshelf filled with books and decorative items. A potted plant is visible on the right side of the bookshelf. The entire image has a soft, warm, and slightly blurred aesthetic, with a color palette dominated by warm tones like beige, cream, and light brown.

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