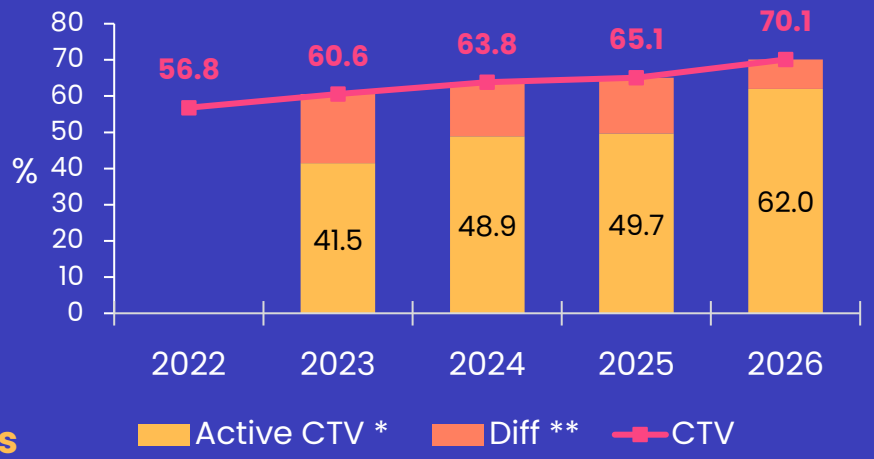
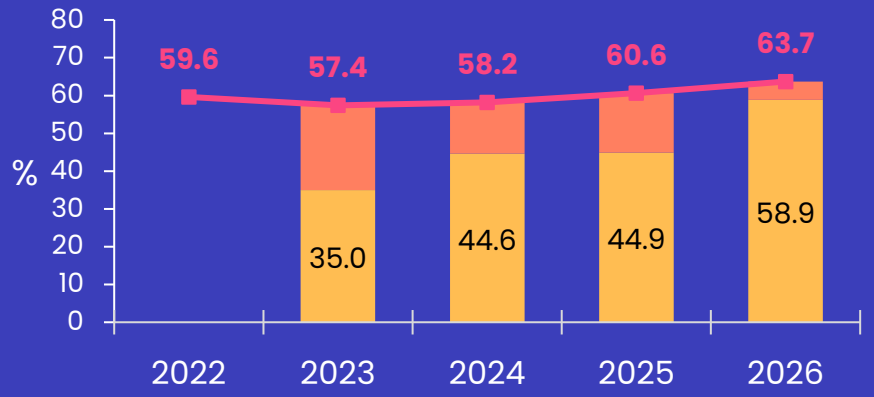
# TV: the shortening gap between ‘connectable’ & ‘connected’

CTV access

## North




## South




## Estimates of daily reach by source

% (national)

| | Active CTV* | No CTV |
|---|---|---|
| TV live | 52.0 | 57.0 |
| Video Youtube/Twitch/Vimeo/Dailymotion | 44.6 | 26.7 |
| Video social media | 38.0 | 25.1 |
| Movie/Serie via streaming service | 33.5 | 12.5 |
| TV recorded | 26.4 | 22.5 |
| TV replay service | 14.7 | 6.1 |
| Movie/Serie via site/app TV channel | 12.4 | 4.8 |
| Fragment site/app newspaper | 8.2 | 3.8 |
| Fragment site/app other news | 7.8 | 4.4 |
| Movie/Serie via IPTV | 3.6 | 1.4 |
| Fragment on site/app TV channel | 2.7 | 0.9 |
| TV prior broadcast | 2.4 | 0.5 |
| Movie/Serie via operator service | 1.8 | 0.7 |
| Other | 1.6 | 1.9 |

* Active CTV= actual usage of connected services (eg streaming, social media, newssite, etc)
** Difference = % difference between connectable and actually connected

Source: CIM Establishment Surveys