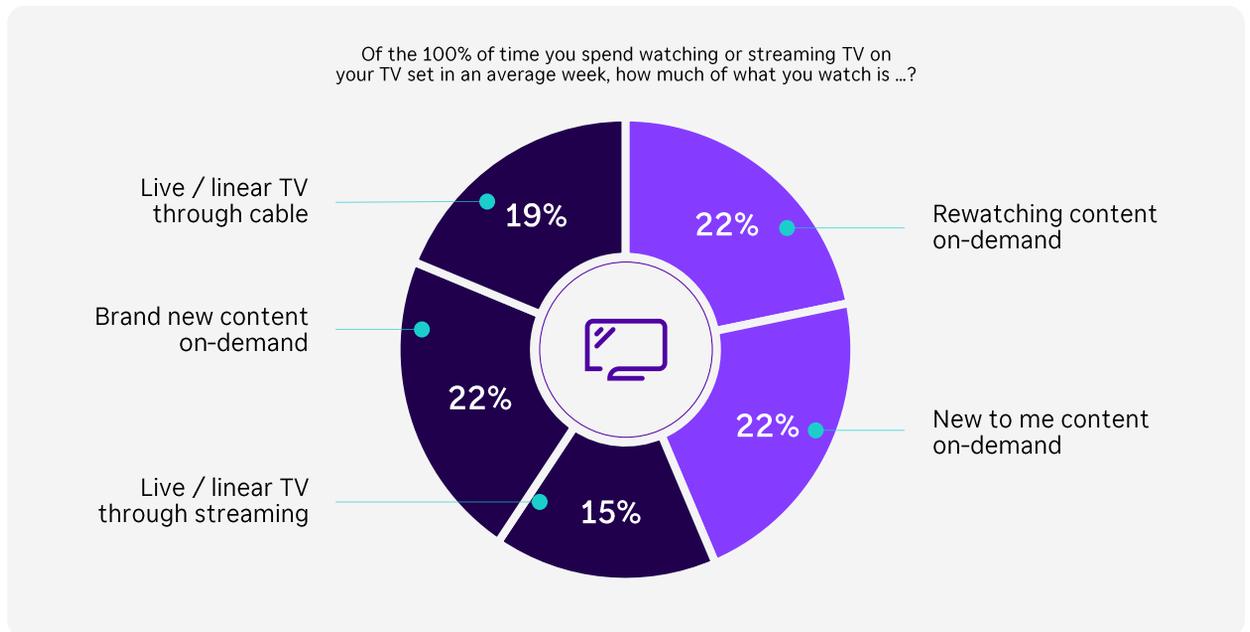


## Repeat and “New to Me” Viewing Dominates

Nearly half of TV viewing time each week is spent watching content that’s not brand new, either “new to me” or rewatched favourites.



## Nostalgia Drives Engagement



**61%** of streamers say they really enjoy rewatching TV shows and movies they’ve already seen



**62%** of streamers enjoy watching old TV shows (> 10 years old)

## Leverage Nostalgia to Boost Viewer Engagement

Audiences crave comfort, familiarity, and emotional connection, making older content a powerful engagement tool.

Position “comfort viewing” and “rewatch favorites” as key streaming categories.

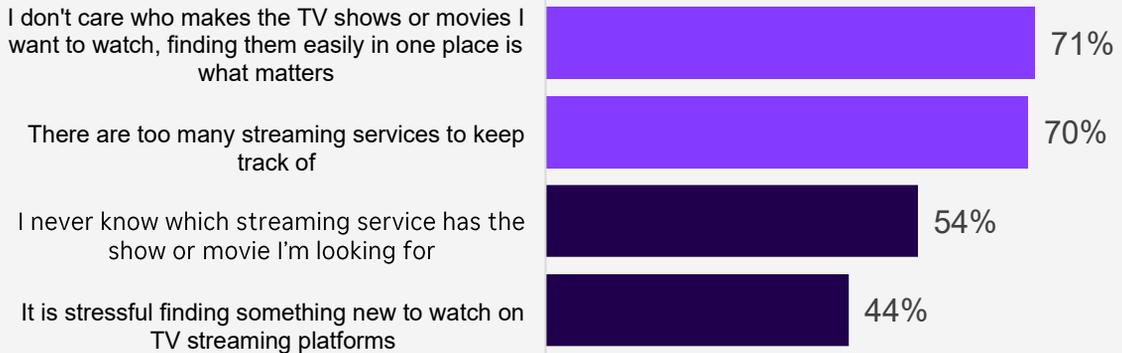
Campaigns that evoke nostalgia can deepen viewer loyalty and drive return visits.

**44% of TV streamers say that it is “stressful” finding something new to watch on TV streaming apps.**

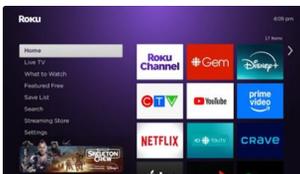
Streamers must navigate through a vast number of services and content options each time they watch TV. On average, it takes Roku users 12 minutes to decide what to watch.<sup>1</sup>

**Despite obstacles, streamers are determined to find content they want to watch.**

Agreement with statements about TV viewing:



**Streamers have an appetite for ads that help them find content to watch. Home page ads can help with content discovery with the right sponsorship.**

<p>Home Screen Marquee Ad</p>		<p>Screensaver Billboard Ad</p>	
<p>Home Screen Spotlight Ad</p>		<p>Branded Destination</p>	