

HbbTV Targeted Advertising opportunities

A European market overview



Presented by

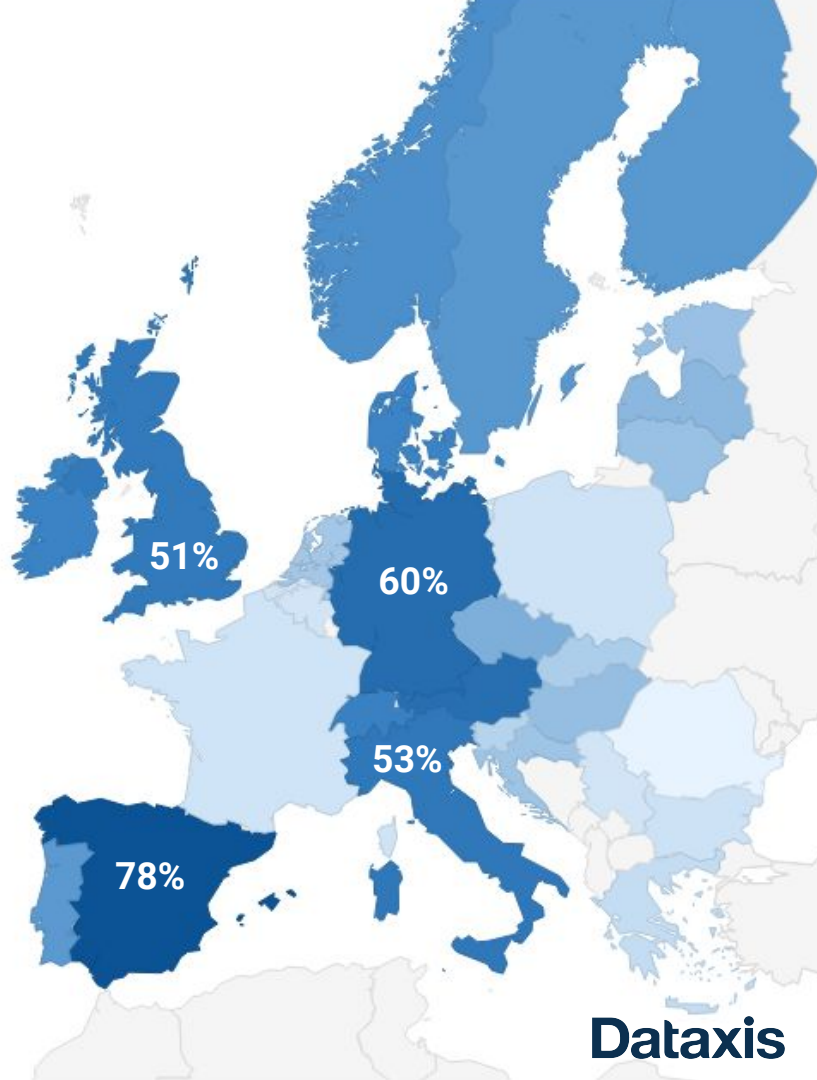
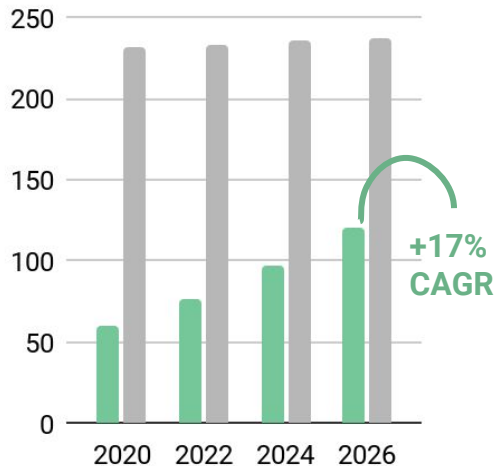
Ophélie Boucaud
Principal Analyst
Dataxis

120 million European households will be reachable on HbbTV equipped TV sets by 2026

Proportion of HbbTV reachable households
2024 forecasts

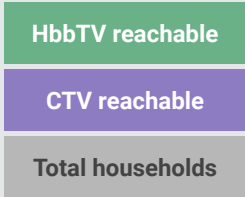


HbbTV reachable households
In Europe (same as map scope)

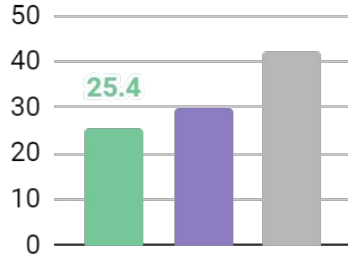


4 markets account for over 70% of HbbTV reachable households

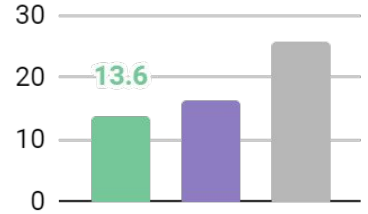
HbbTV & CTV over total households
2024 forecasts



2016



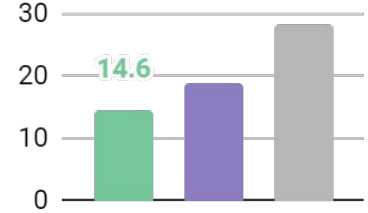
2017



2019



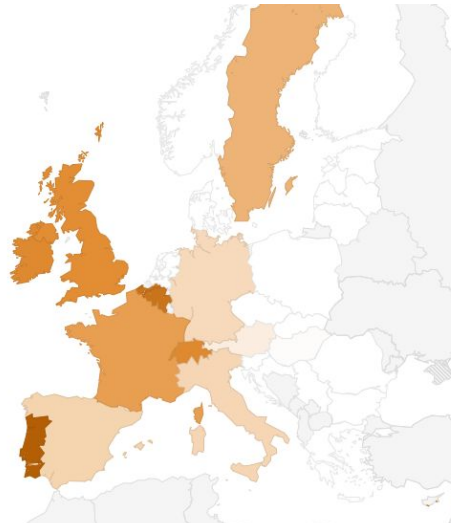
2023



HbbTV Targeted Advertising opportunities are conditioned by several factors

1 The status of alternative ATV solutions

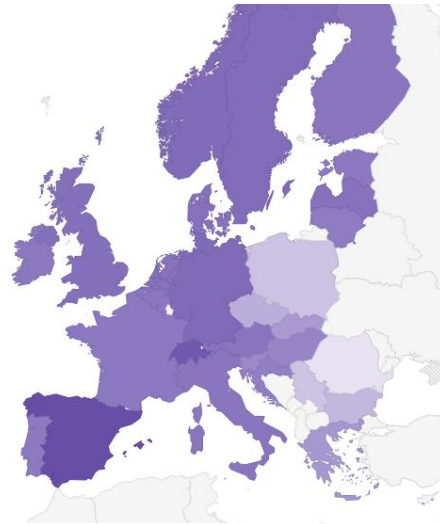
STB addressable households
2024 forecasts, over total households



0% 71%

2 The overall penetration of Smart TV

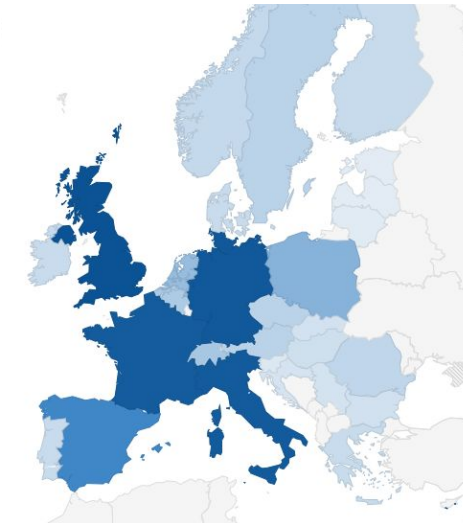
CTV reachable households
2024 forecasts, over total households



23% 93%

3 The size of national TV advertising markets

Linear TV advertising markets
2024 forecasts, in volume

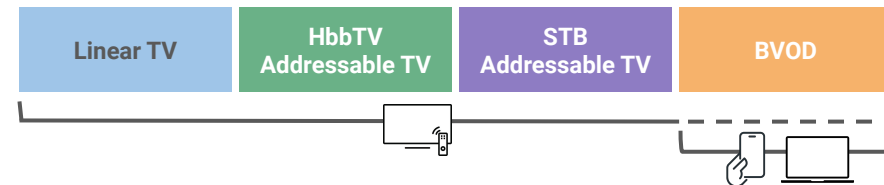
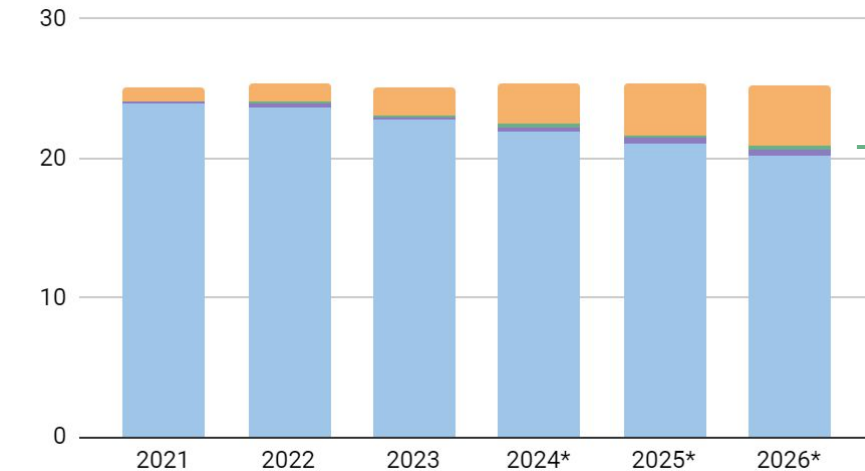


€20mln €3.4bln

HbbTV Targeted Advertising opportunities are conditioned by:

European broadcasters advertising revenues evolution

In billion EUR



HbbTV Addressable TV revenues evolution

In million EUR

