Measure True CTV Reach With Person-Level Data

Viewers are spending more time than ever streaming content across a growing number of CTV apps. But today's CTV inventory still uses a standard multiple for Co-Viewing across all impressions—regardless of the app or what content viewers are watching. To engage this increasingly connected audience, media buyers and sellers alike need to know definitively how many people are in the room, who they are, and who among them is paying attention. After all, households don't watch TV—people do.

That's where Co-Viewing comes in.

Co-Viewing rates provide a crucial distinction between household and person-level viewing with insight into the real reach of CTV programming. They also serve as a multiple that can help both marketers and platforms better value their CTV ad inventory. At TVision, we've put together some must-know insights to start using Co-Viewing metrics in your day-to-day.

Co-Viewing Multiples Vary Significantly Across Apps

Not all CTV ad inventory offers the same potential reach. In fact, the most co-viewed CTV apps draw in twice the average number of viewers compared to the least co-viewed. Accurate Viewers per Viewing Household (VPVH) calculations are critical for both media valuations and measurement. For advertisers and brands looking for a reliable multiple, we've included the top five CTV apps by VPVH where brands ran ads in the second half of the year. Note, for this list, we looked at Apps with a share of time spent greater than 1%. Ranking for all CTV apps is available in TVision's CTV Analytics platform.
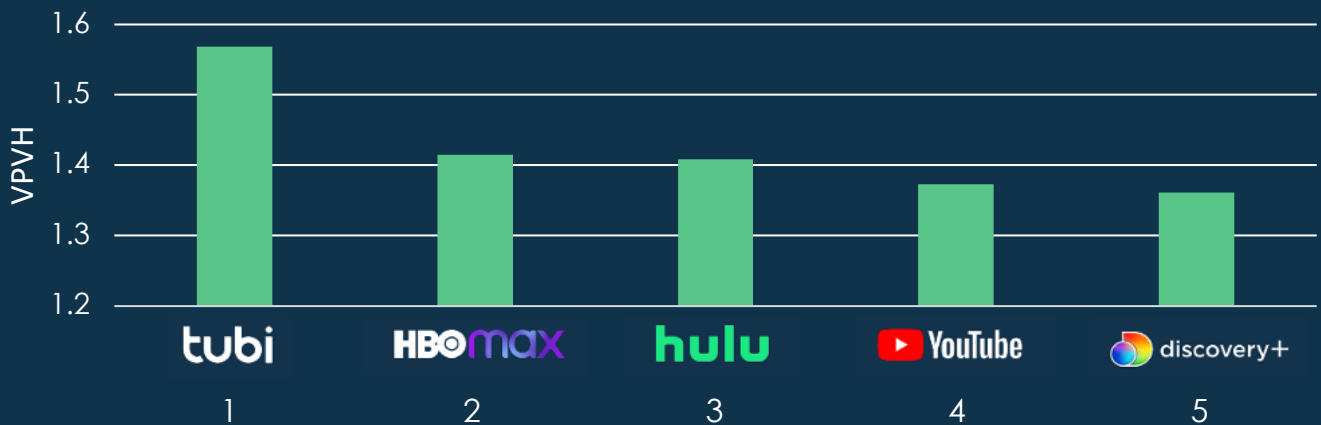
VIEWERS PER VIEWING HOUSEHOLD

2.00

2x

1.03

Most Co-Viewed
Ad Supported App

Least Co-Viewed
Ad Supported App
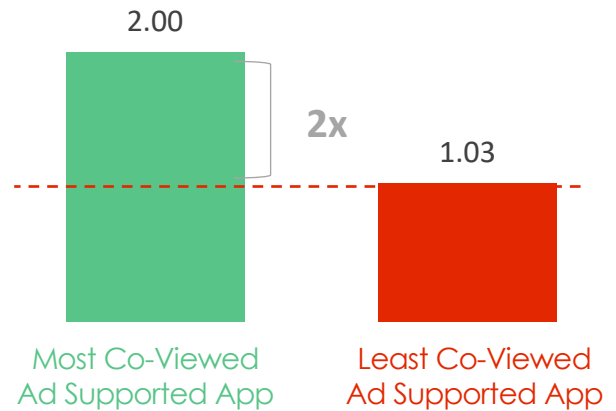
CTV vs. Linear TV Co-Viewing

Overall, viewers are more likely to watch CTV content with friends and family. CTV typically sees VPVH averages of **1.29**, while Linear TV falls slightly lower at **1.26**.

The Most Co-Viewed Ad-Supported CTV Apps

Source: TVision Panel | June – Dec 2021 | Share of Time Spent >1%

Movies and Family Programming Draw Crowds

Overall, movies bring in more co-viewers than TV episodes. This holds true for the list of the most co-viewed programs across ad-supported CTV apps, which was dominated by family-friendly movies and TV shows. That said, some Reality TV programs like BattleBots broke through the list.

Movies Garner Higher Co-Viewing Rates Than TV Episodes

Co-Viewing by Program Type:

MOVIES
73.2%

TV EPISODES
54.8%

The Most Co-Viewed Programs on Ad-Supported Apps

	PROGRAM NAME	APP	VPVH
1.	The Spongebob Movie: Sponge on the Run	**Paramount+**	**2.2**
2.	Esme & Roy	**HBO Max**	**2.1**
3.	BattleBots Bounty Hunters	**Discovery+**	**2.1**
4.	The Boss Baby: Family Business	**Peacock**	**2.0**
5.	Paw Patrol: The Movie	**Paramount+**	**2.0**

Source: TVision Panel | June – Dec 2021 | Share of Time Spent >1%

How Does Having Multiple Viewers Impact Attention?

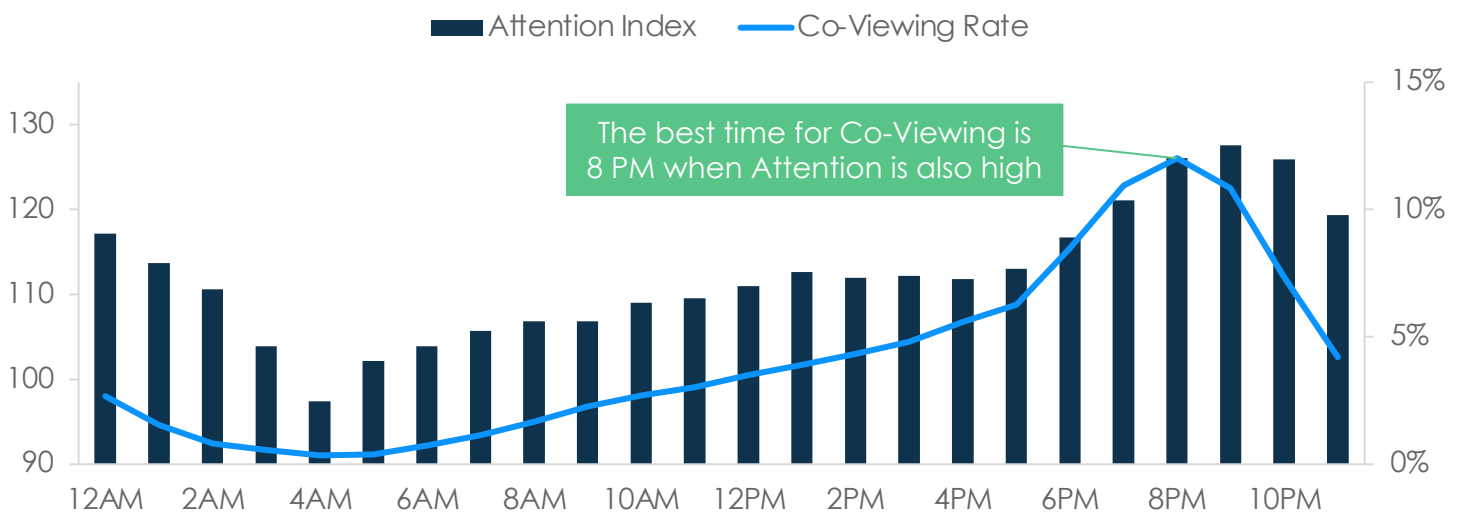When multiple people sit down to watch a program together, they're more likely to keep their eyes focused on the screen. When comparing Attention and Co-Viewing for some of the most-watched CTV apps, the majority with high VPVH also index well above average for Attention.

Co-Viewing vs. Attention

- **HBO Max**
- **Netflix**
- **Hulu**
- **YouTube**

VPVH (y-axis): 1 to 2

Attention Index (x-axis): 70 to 130
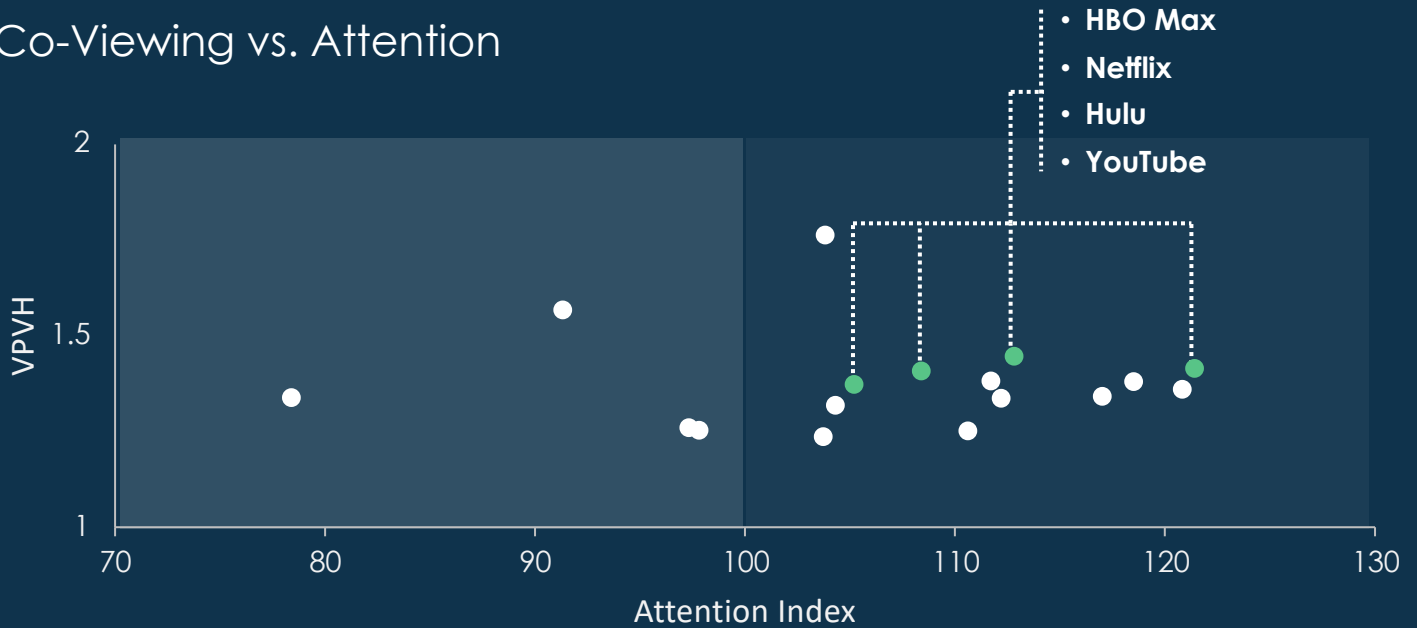
Co-Viewing and Attention Both Peak Around Primetime

■ Attention Index —— Co-Viewing Rate

The best time for Co-Viewing is 8 PM when Attention is also high

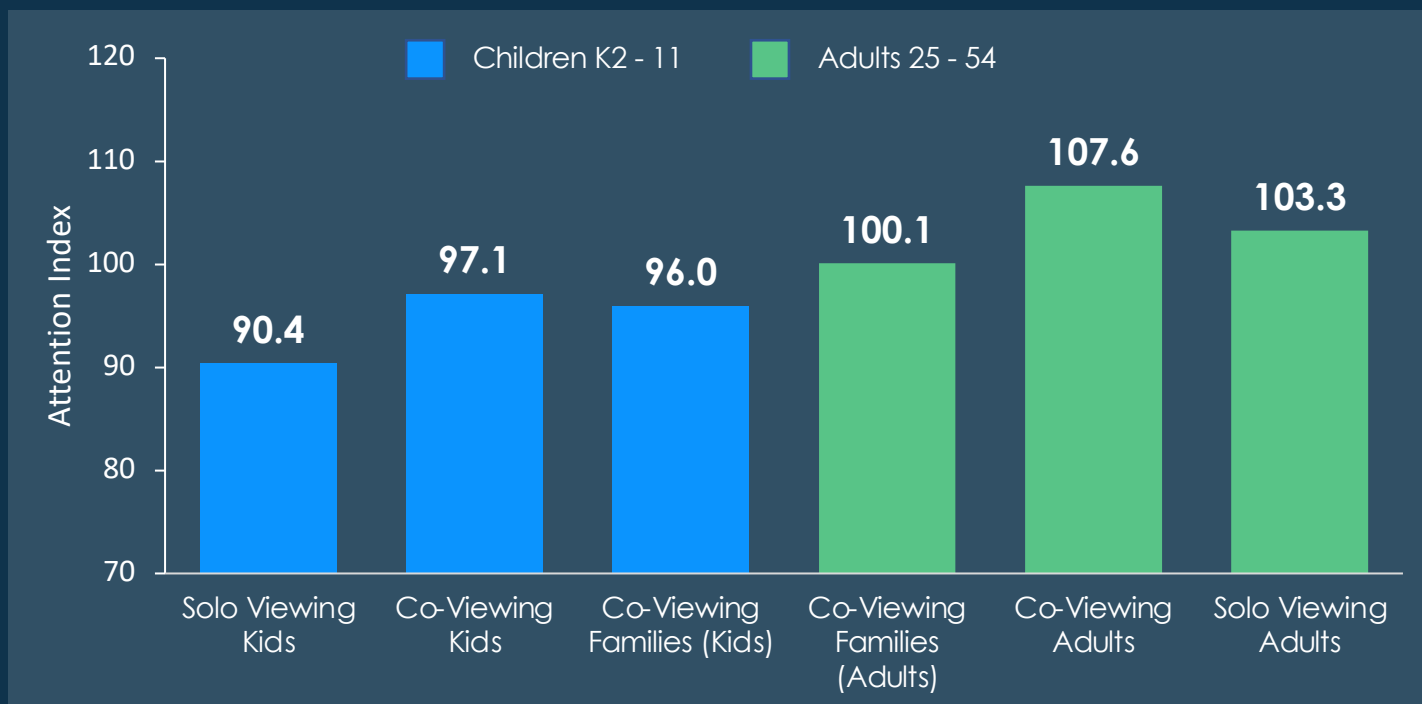Source: TVision Panel | June – Dec 2021

Co-Viewing Across Demographics

In general, younger audiences are more likely to co-view CTV content, with viewers under 18 showing the highest Co-Viewing rates of all demographic groups. That said, adult audiences pay more attention to ads overall— even more so when they're watching with other adults or by themselves vs. when they're watching with children. Children, on the other hand are more likely to pay attention to ads when they're watching in a group vs. on their own, though to a lesser degree than co-viewing adults.

CTV CO-VIEWING % BY AGE GROUP

Age Group	Co-Viewing%
Under 18	69.9%
18-24	63.9%
25-34	56.6%
35-49	55.8%
50-54	55.9%
55+	52.3%

CTV Attention Depends on Who is In the Room

Children K2 - 11   Adults 25 - 54

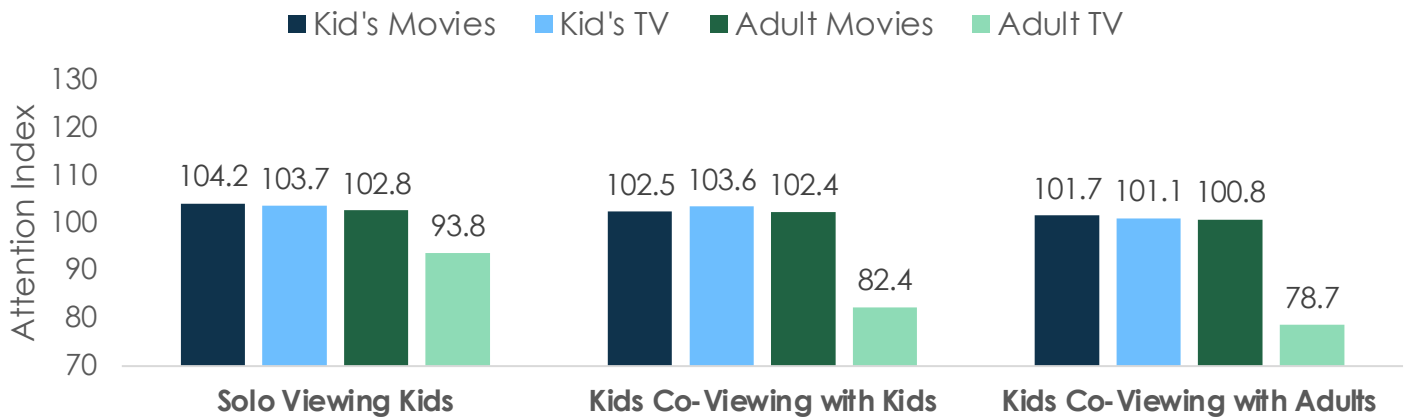| Category	Attention Index
Solo Viewing Kids	90.4
Co-Viewing Kids	97.1
Co-Viewing Families (Kids)	96.0
Co-Viewing Families (Adults)	100.1
Co-Viewing Adults	107.6
Solo Viewing Adults	103.3

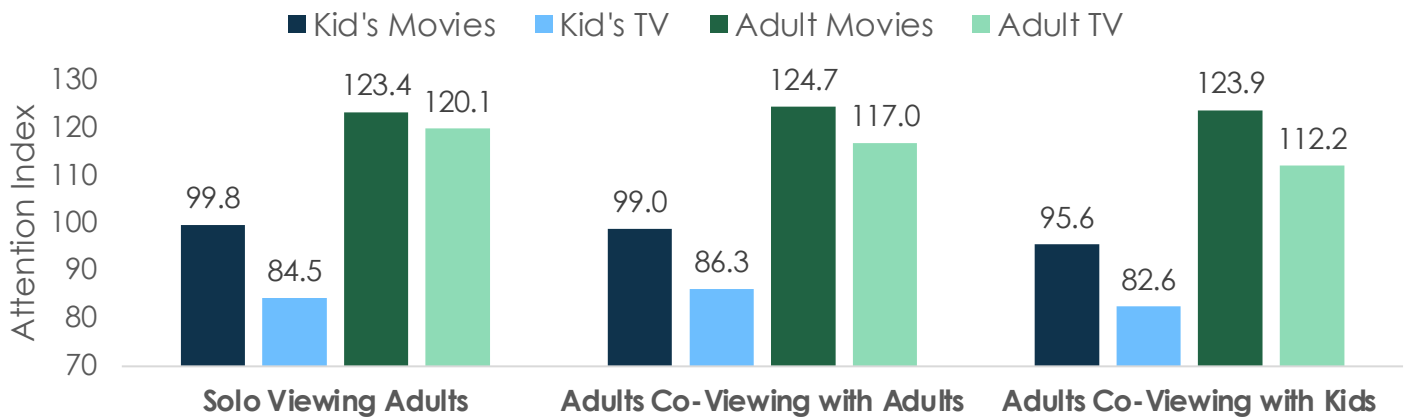Source: TVision Panel | January - December 2021

CTV Program Types Matter for Co-Viewing Groups

When it comes to different CTV program types and genres, adult attention varies dramatically based on what they're watching and whom they're watching with. They are significantly more likely to pay attention to adult movies and TV shows, and their attention for kids' programming indexes even lower when they're watching with kids. Meanwhile, children pay almost as much attention to adult movies as they do to those geared toward their age group, but their attention to adult TV shows indexes lower across the board—especially when they're co-viewing with others.

CTV Attention for Children 2-11

Legend: ■ Kid's Movies ■ Kid's TV ■ Adult Movies ■ Adult TV

Attention Index

Solo Viewing Kids
- Kid's Movies: 104.2
- Kid's TV: 103.7
- Adult Movies: 102.8
- Adult TV: 93.8

Kids Co-Viewing with Kids
- Kid's Movies: 102.5
- Kid's TV: 103.6
- Adult Movies: 102.4
- Adult TV: 82.4

Kids Co-Viewing with Adults
- Kid's Movies: 101.7
- Kid's TV: 101.1
- Adult Movies: 100.8
- Adult TV: 78.7

CTV Attention for Adults 25-54

Legend: ■ Kid's Movies ■ Kid's TV ■ Adult Movies ■ Adult TV

Attention Index

Solo Viewing Adults
- Kid's Movies: 99.8
- Kid's TV: 84.5
- Adult Movies: 123.4
- Adult TV: 120.1

Adults Co-Viewing with Adults
- Kid's Movies: 99.0
- Kid's TV: 86.3
- Adult Movies: 124.7
- Adult TV: 117.0

Adults Co-Viewing with Kids
- Kid's Movies: 95.6
- Kid's TV: 82.6
- Adult Movies: 123.9
- Adult TV: 112.2

Source: TVision Panel | January – December 2021

Spotlight: Who is Winning the Pizza Wars for Co-Viewing?

When it comes to meals that appeal to the whole family, pizza is a no brainer, and media with higher Co-Viewing rates gives brands an opportunity to inspire customers to order a pie together. TVision looked at major pizza restaurants to see whose ads have the biggest reach and Co-Viewing. While brands like Domino's and Little Caesars command the largest share of voice in terms of time spent, Marco's ads reached more audiences with multiple people in the room.

The Top Five Pizza Brands by Share of Time Spent

	BRAND	SHARE OF TIME SPENT
1.	Domino's	39.8%
2.	Little Caesars	12.4%
3.	PAPA JOHN'S	11.4%
4.	Pizza Hut	10.4%
5.	MARCO'S PIZZA	2.7%

The Top Five Pizza Brands by Co-Viewing Rate

	BRAND	CO-VIEWING %
1.	MARCO'S PIZZA	21.5%
2.	Little Caesars	19.6%
3.	Domino's	15.9%
4.	Pizza Hut	14.3%
5.	Papa Murphy's TAKE 'N' BAKE PIZZA	14.3%

Source: TVision Panel | Mar 2021 – Mar 2022 | Pizza Brands with Share of Time Spent >1%

About TVision

The Leader in TV Engagement Metrics

TVision measures what was once unmeasurable— how people really watch TV. Using cutting-edge computer vision technology, only TVision measures person-level, second-by-second TV engagement. Marketers and media sellers access TVision's TV performance metrics via its software-as-a-service platform. TVision's customers include some of the largest brands in the world, top media networks, and streaming applications.

TVision's single-source panel enables measurement across both Linear TV and CTV, providing critical metrics such as Co-Viewing.

Key Metric Definitions & Methodology

Methodology

TVision measures Ad Viewability and Ad Attention for every second of programming and advertising on television. Every time a person walks into the room, our technology detects who the viewer is, where they are in the room, and what their eyes are looking at. We do all this without personally identifying individual users, and without transmitting any images or videos. TVision's data is collected from an opt-in panel of 5,000 homes across the United States. All data are weighted to represent the country. All demographic data is self-reported by the respondents.

Key Metrics / Definitions Average

Co-Viewing Rate (%): This measures the proportion of episode or app views that occur with another viewer present for 5 or more minutes.

Viewers Per Viewing Household (VPVH): This represents the average number of viewers present in the home when the TV is on with the content tuned.

Attention Index: This is the average amount of seconds that viewers engage with a program.

Share of Time Spent (%): This compares the amount of time spent viewing the app or program.