



State of Advertising

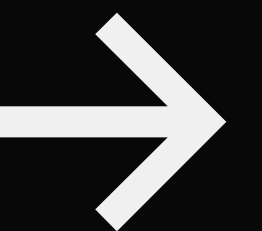
The first half of 2025 has shown us an advertising landscape of **bold bets** made in a world of **fragmented audiences** and cautious consumers. To win in this new reality, advertisers must reach target audiences with **precision**.



Samba TV



Advertising Report 2025





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EXECUTIVE SUMMARY

For the first half of 2025, advertiser confidence and spend was up. Despite economic uncertainty, **74%** of the top **100** advertisers increased their TV spend, seizing opportunities to capture market share. For example, **Just Eat** ad impressions surged (**+324%**) ahead of the launch of Just Eat+, **Specsavers** made a creative move and temporarily rebranded as “Specsandhearingsavers” (**+248%**), and **Tesco** spotlighted the emotional power of food through its new “It’s Not a Little Thing. It’s Everything” campaign (**+61%**).

Divergent Strategies Emerge Across Advertisers

Brands in the same categories are taking starkly different approaches. **Tesco** increased ad impressions (**+61%**) to gain market share while **ALDI** pulled back (**−4%**) amidst plans for physical expansion. **Nissan** reduced spend (**−71%**) as it navigated a challenging market and concerns over the impact of new tariffs, while **CUPRA** seized the opportunity to gain share-of-voice, increasing ads (**+89%**).

Travel and Restaurants Show Resilience

Amidst economic uncertainty, consumers are thinking carefully about where to spend their money. As travel and dining out emerge as priorities, we see this reflected in TV ad spend, with advertisers in both categories ramping up impressions dramatically. Advertisers in these verticals would be well positioned to track competitive strategies to stay ahead of the competition.

Audience Precision Is Key

Half of TV households see **91%** of ads, while the other half sees just **9%**. This highlights a major efficiency gap in traditional TV advertising, where a huge portion of the budget is spent oversaturating one group while barely reaching the other. By combining TV data with contextual signals from the web, advertisers can reach the right audience on TV and also better understand who is in-market and ready to purchase.

To succeed in the second half of 2025, marketers should:

- **Capture.** Reframe strategies around competitive share-of-voice, using our data to specify a narrow audience you can dominate.
- **Commit.** Leverage data to increase precision, but don’t be paralysed by competitors who are blowing their budgets on inefficient strategies.
- **Put streaming first,** not linear. Shift strategy to prioritise streaming and its enhanced targeting, reallocating budgets based on incrementality.
- **Embrace AI.** Stay ahead of the innovation, use actionable AI to discover non-obvious insights, optimise campaigns, and identify underserved, high-value audiences across channels.

We are here to be your partner at this pivotal moment for our industry,



Ashwin Navin
Samba TV Co-founder & CEO

74%

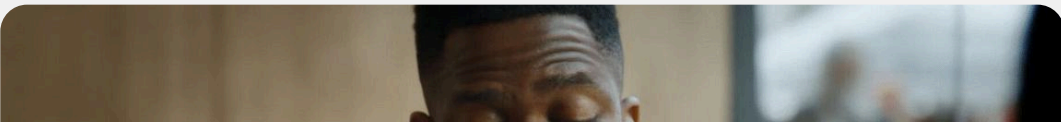
Almost three-quarters of the top 100 advertisers increased TV ad impressions year-over-year

+324%

Of the top 20 advertisers, Just Eat saw the steepest yearly increase in TV ad impressions

91%

Half of U.K. households received 91% of all TV ad impressions





[01]
Advertising Trends



H1 2025 ADVERTISING

**74% of Top 100 Brands
Increased TV Ad Impressions**

Despite a backdrop of economic uncertainty and cautious consumer confidence, 74% of the top 100 and 90% of the top 20 advertisers increased their TV ad impression volume in H1 2025. This shows brands are doubling down on advertising to seize market share from competitors. The most significant shifts included travel giant Tui (+51%) and grocer Tesco (+61%).

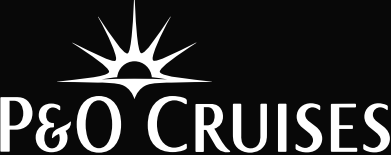
The most surprising moves came from brands executing massive "land grab" campaigns to dominate their categories. Delivery service Just Eat saw a massive 324% increase in impressions, tied to a major new campaign ahead of the Just Eat+ launch in July. Similarly, optician Specsavers launched a huge offensive, growing its impressions by 248% to reinforce its market leadership in both eyecare and audiology.



Top TV advertisers in H1 2025

Total TV ad impressions

Percent change: H1 2025 vs. H1 2024

01	2.9B	06	1.5B	11	1.1B	16	921M
	+51%		+27%		+38%		+14%
02	2.3B	07	1.4B	12	1.1B	17	903M
	+61%		+248%		+15%		+21%
03	2.3B	08	1.3B	13	981M	18	883M
	+24%		+23%		+52%		+20%
04	1.9B	09	1.3B	14	960M	19	876M
	+14%		-14%		+45%		+28%
05	1.6B	10	1.2B	15	951M	20	872M
	+10%		+324%		-4%		+54%

*Excludes TV networks



GROCERY GIANTS PLACE OPPOSING BETS

Tesco Spends Big to Solidify Loyalty While ALDI Pulls Back

In a market defined by cautious consumer spending, Tesco and ALDI took starkly different approaches to advertising in H1 2025. Tesco went on the offensive, boosting its TV ad impressions by 61% and becoming the second largest advertiser overall. This surge was driven by its new, emotionally resonant "It's Not a Little Thing. It's Everything" campaign, which replaced the seven-year "Food Love Stories" campaign to reconnect with shoppers on the importance of quality food.

In contrast, ALDI cut its TV impressions by 4% amidst plans to open hundreds of new stores. This divergence reveals two opposing strategies: Tesco is spending heavily to reinforce its brand's quality and value credentials, while ALDI is betting that its price perception is strong enough to drive growth through an expanding physical footprint.





From Impressions to Impact: TUI, McDonalds, and The National Lottery Turned Ad Spend Into Meaningful Connections

In H1 2025, winning in advertising meant more than just high impression volume; it required earning positive online conversation and social sentiment. TUI and McDonald's stood out in balancing all three. TUI's emotionally resonant "Packed Differently" campaign, featuring its charming "Happy Bag" mascot, helped it secure the top spot for social sentiment. McDonald's deployed a diverse portfolio of campaigns, including the brand-love focused "Only at McDonald's," to rank in the top 5 for both TV impressions and online sentiment.

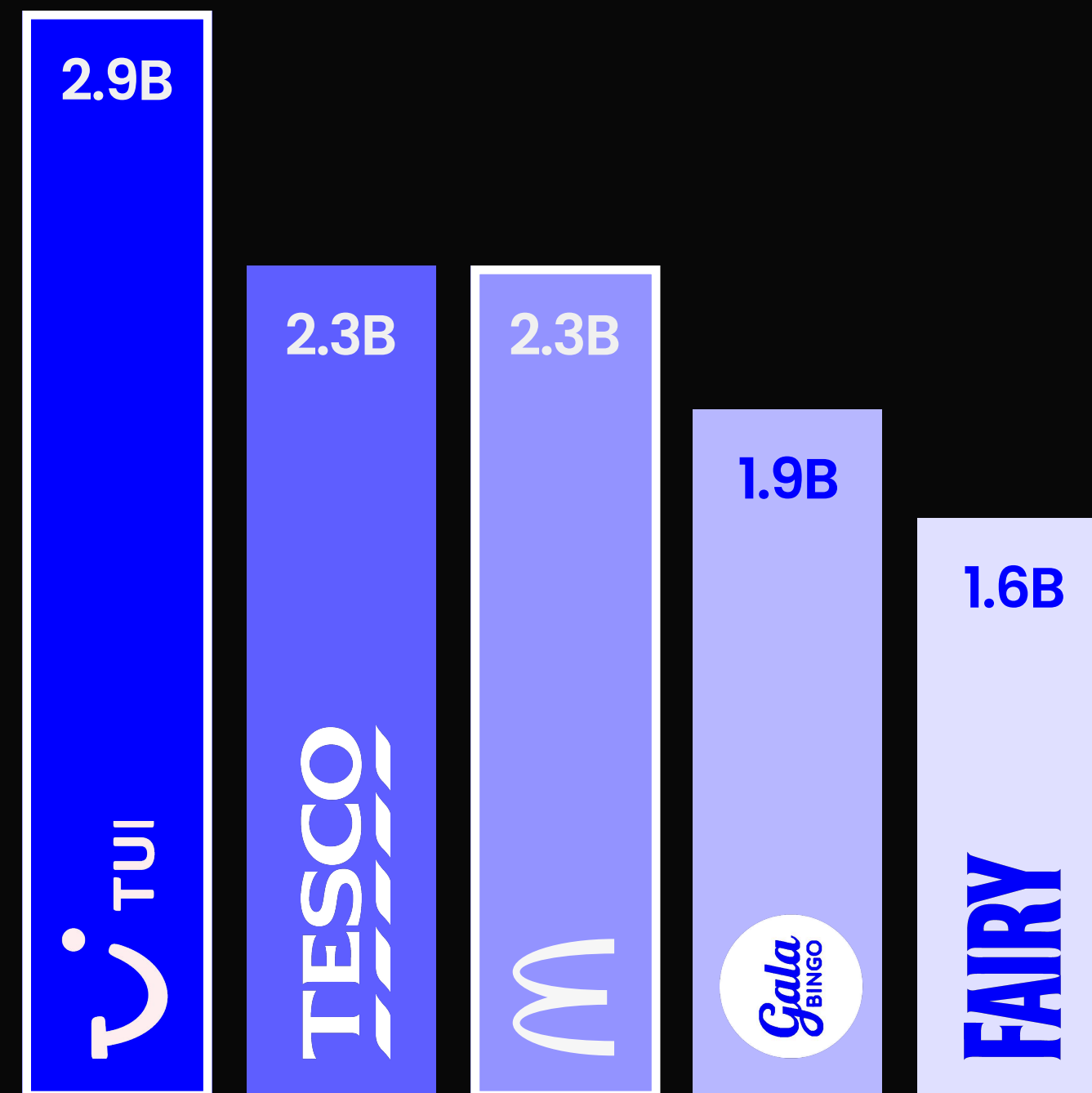
Another standout was The National Lottery. By focusing on its core purpose through initiatives like the "Summer of Sport," it drove the highest positive online sentiment despite not ranking in the top five for TV impressions.



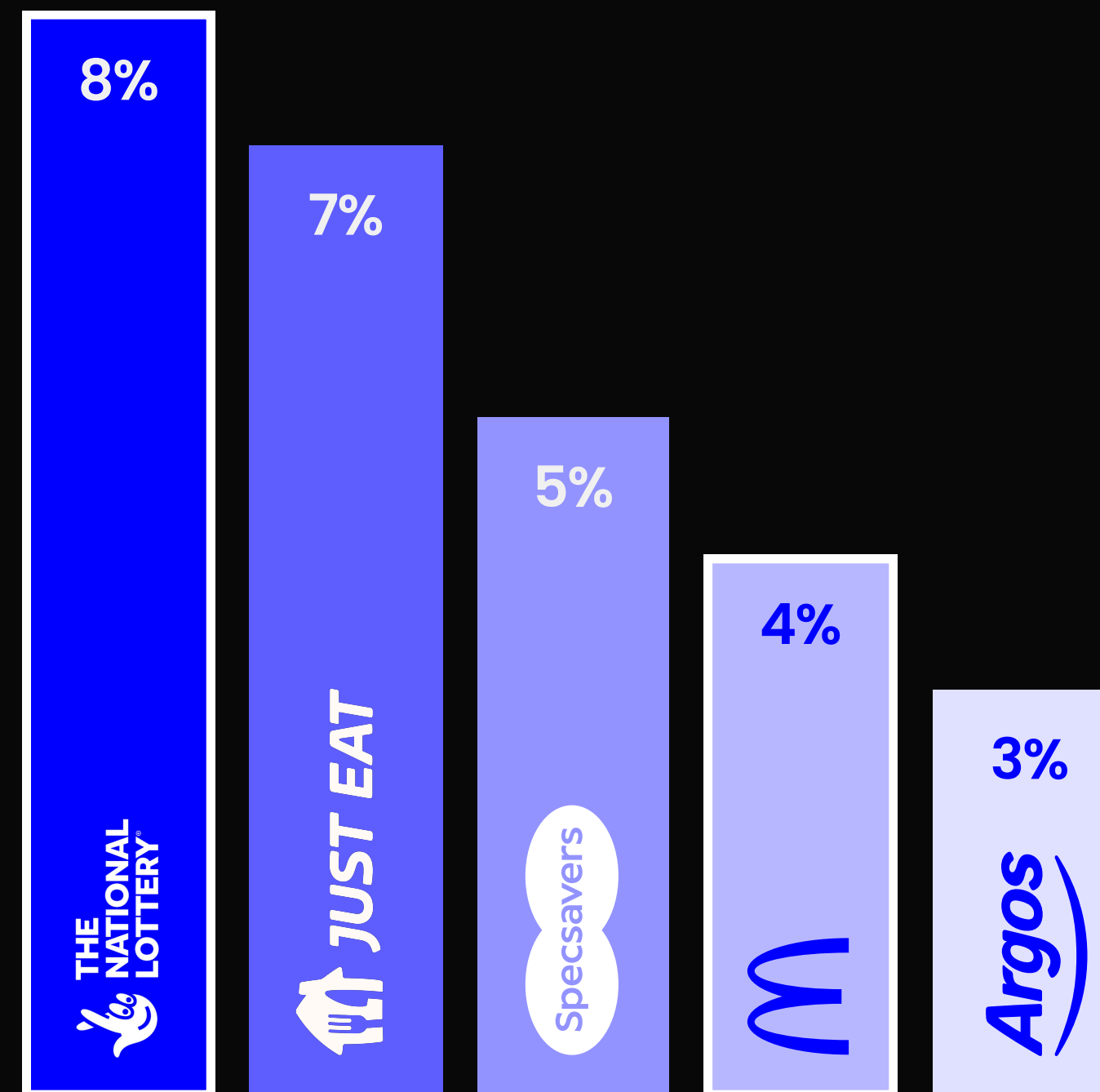
Winning brands by ad impressions, online conversation, and social sentiment

AMONG TOP 10 ADVERTISERS BASED ON TV AD IMPRESSIONS, H1 2025

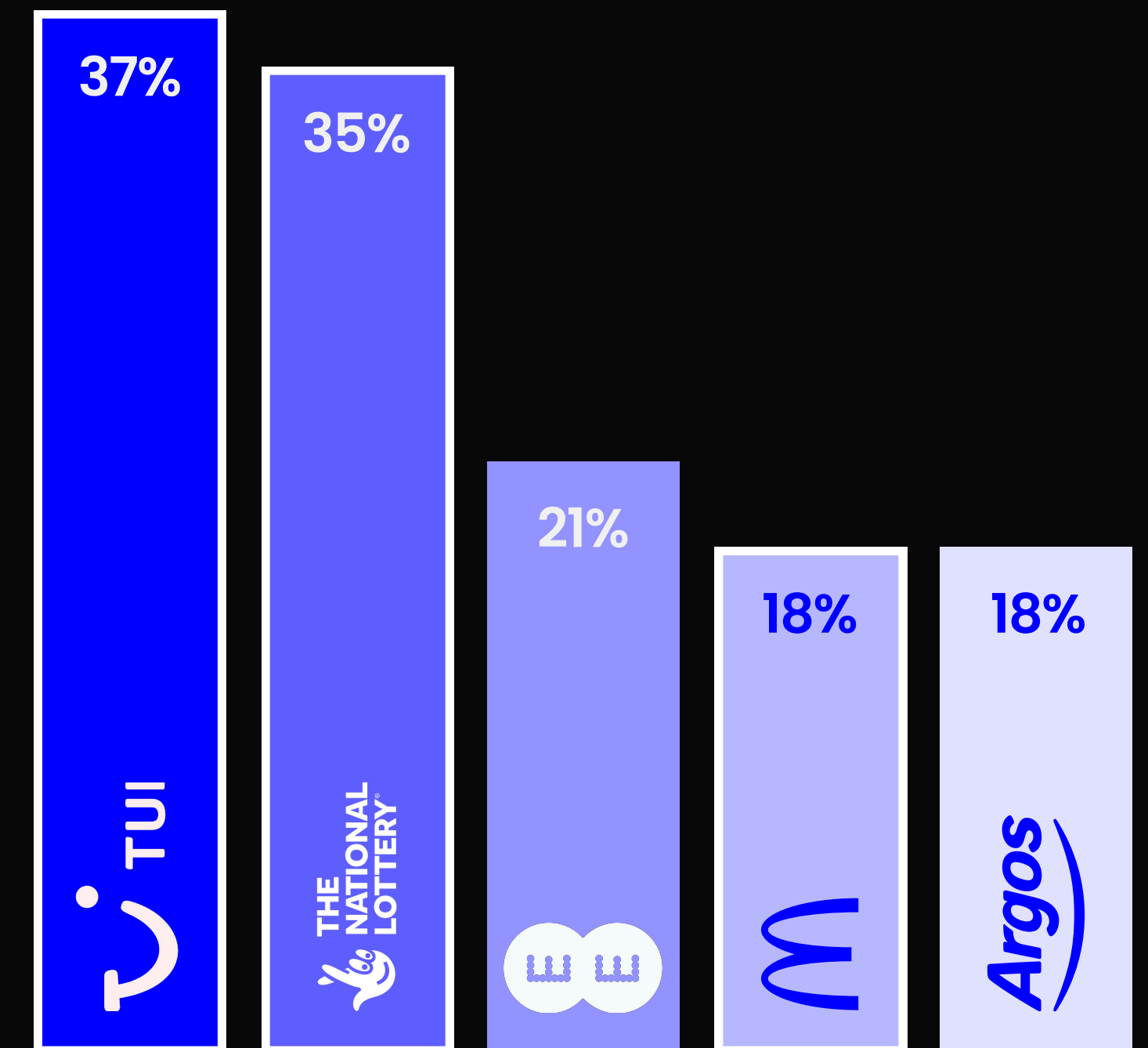
TV ad impressions



Positive online sentiment %



Positive social sentiment %



SOURCES: TV AD IMPRESSIONS AND ONLINE SENTIMENT, SAMBA TV. SOCIAL SENTIMENT, MELTWATER.



The National Lottery, Just Eat, and Specsavers Drove the Most Positive Online Sentiment

During the first half of 2025, the brands generating the most positive conversation did so by highlighting its core values and strengths in powerful campaigns. The National Lottery achieved the highest positive online sentiment by focusing on its brand purpose. Online conversation was driven by its "positive impact on individuals, communities, and charities" and its funding for "good causes, community development, and social welfare."

Just Eat earned high sentiment by emphasising convenience and value. Its campaign for the new Just Eat+ membership service addressed consumer desire for "cost-effectiveness" and "flexibility." Specsavers built trust by highlighting its expertise and customer service through campaigns like the temporary "Specsandhearing savers" rebrand and "The Whole Conversation," reinforcing the brand's 20 years of audiology experience and commitment to patient care.



Highest positive online sentiment among top 10 advertisers based on ad impressions

BRAND	POSITIVE SENTIMENT	NEGATIVE SENTIMENT	KEY POSITIVE THEMES
	8%	1%	• Positive impact on individuals, communities, and charities • Projects funded by the National Lottery, including those that support good causes, community development, and social welfare
	7%	1%	• Convenience, flexibility, variety of options • Cost-effectiveness, exclusive deals, and value proposition
	5%	1%	• Testimonials, reviews, and statements from satisfied customers • Professionalism, expertise, and excellent customer service • Support of charitable causes like Blind Veterans UK

Entertainment and Travel Increase Share of Voice in TV Ad Impressions

The H1 2025 advertising landscape was overwhelmingly led by the Entertainment vertical, which commanded 25% of all ad impressions—more than double the next closest category, and up 8% share of voice from last year. This immense spend highlights the high-stakes battle for viewership among broadcasters and their streaming counterparts, who are using their own airtime for self-promotion campaigns to retain audiences in a fragmented media world.

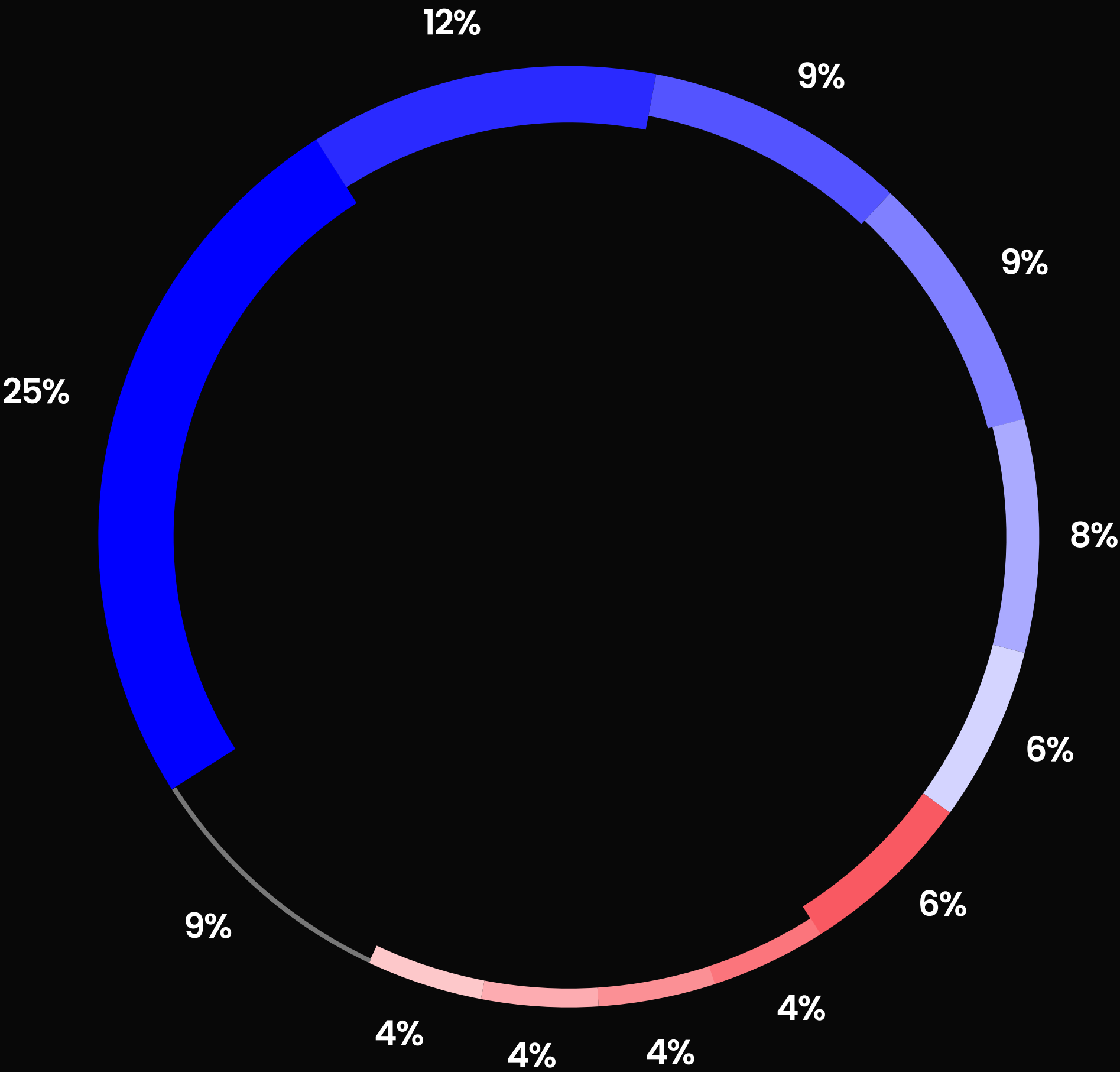
Following behind were the core pillars of consumer spending: Retail Stores (12%), Travel (9%), and Food & Beverage (9%). Travel increased its share of voice by 7% from last year. This distribution paints a picture of a consumer who is primarily focused on at-home entertainment and essential shopping, but who continues to carve out a significant portion of their budget for travel, making it a key discretionary spending priority.



Total TV ad impressions by category

H1 2025

VERTICAL	IMPRESSIONS	PERCENTAGE
Entertainment	50.4B	25%
Retail Stores	25.3B	12%
Travel	19.1B	9%
Food & Beverage	18.8B	9%
Home & Garden	16.5B	8%
Health & Beauty	12.6B	6%
Electronics & Communication	11.4B	6%
Business, Finance, Legal, and Logistics	8.2B	4%
Government, Politics, and Social Concerns	7.9B	4%
Vehicles Manufacturers	7.6B	4%
Insurance	7.6B	4%
Other	18.0B	9%





Restaurant TV Ad Impressions Surge 63% as Consumer Spending Pivots to Experiences

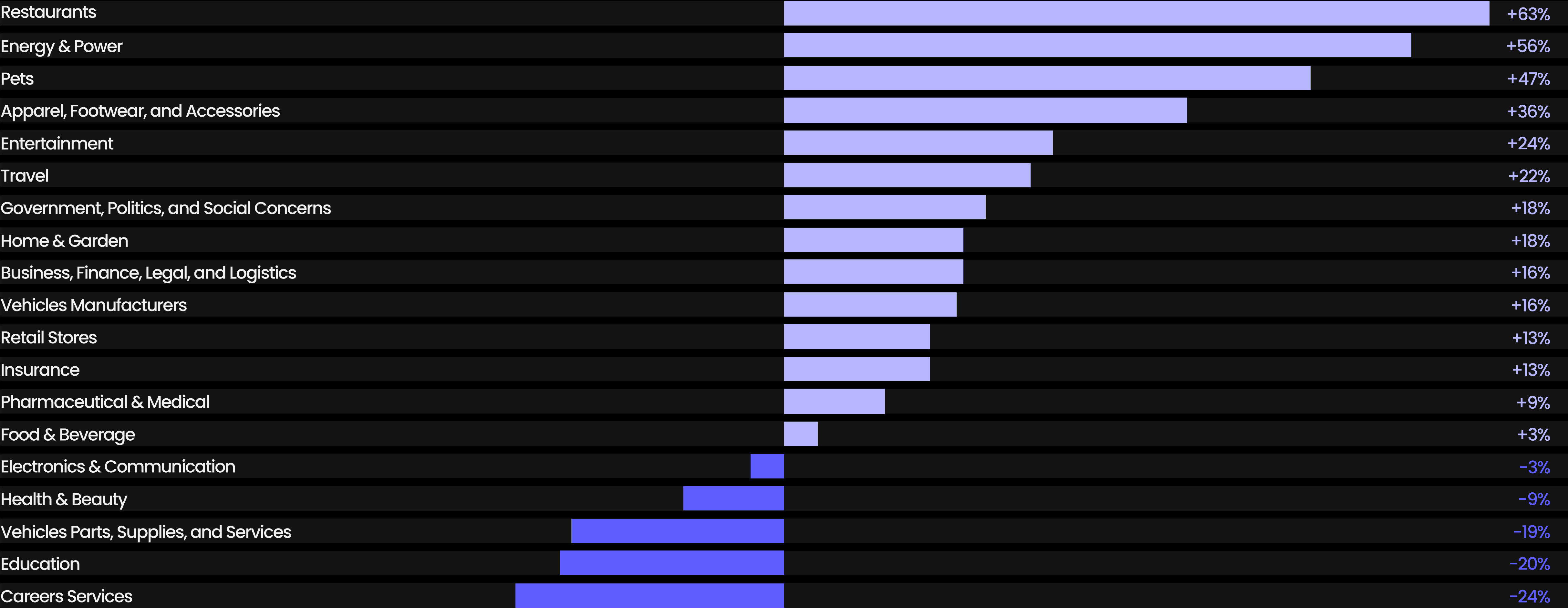
The year-over-year shifts in ad impressions across verticals paints a picture of advertisers reacting to consumers prioritising experiences and home life over other spending categories. The Restaurant sector saw the most explosive growth, with impressions increasing by 63% as brands like Pepe’s Piri Pir (+1,496%) and Nando’s (+370%) competed for dining-out spend. Verticals related to home and lifestyle, such as Pets (+47%) and Home & Garden (+18%), also saw strong growth, reinforcing the "home-as-sanctuary" trend.

In stark contrast, significant pullbacks in categories like Health & Beauty (–9%) and the double-digit declines in Education (–20%) and Careers Services (–24%) suggest that advertisers are reacting to a strategic reallocation of household budgets away from personal development and toward more immediate lifestyle enhancements.



Change in TV ad impressions by category

PERCENT CHANGE: H1 2025 VS H1 2024





Media and Entertainment Brands Increase TV Ad Impressions

The most dominant trend among the fastest growing brands was the coordinated surge from media brands. TV channels like U&W, U&Drama, and a host of BBC channels invested massively to capture audience attention. The BBC's push, with huge growth for BBC One (+3,690%) and BBC iPlayer (+2,219%), represents a major strategic offensive to reinforce its value and drive viewers to its streaming platform.

Outside of the media space, the list of fastest-growing advertisers was led by challenger brands in the finance and utilities sectors. Price comparison site MoneySuperMarket, for example, saw a massive 13,245% increase, a clear and aggressive campaign to capture a cost-conscious consumer grappling with economic uncertainty.

TOP 25 ADVERTISERS BASED ON YEAR-OVER-YEAR GROWTH IN TVAD IMPRESSIONS

AMONG TOP 500 ADVERTISERS

PERCENT CHANGE: H1 2025 VS H1 2024

1	MoneySuperMarket	13,245%
2	U&W	10,842%
3	U&Drama	9,621%
4	Zooplus	8,260%
5	OnTheMarket	7,925%
6	U&Yesterday	6,349%
7	U (You)	5,202%
8	Cif	3,921%
9	BBC One	3,690%
10	Norton	3,318%
11	Emirates	3,022%
12	Skipton Building Society	2,241%
13	BBC iPlayer	2,219%
14	CBeebies	2,152%
15	BBC	1,943%
16	Pepe's Piri Piri	1,496%
17	U&Dave	1,416%
18	Subway	1,367%
19	Dylon	1,194%
20	Great! Action	1,124%
21	Hidden Hearing	1,007%
22	BBC Sounds	965%
23	Dream Games	803%
24	BBC Two	797%
25	eHarmony	680%





The Self-Promotion Wars: Broadcasters Battle for Viewership

The Entertainment vertical now accounts for a quarter of all U.K. ad impressions, driven by a fierce battle for viewership between broadcasters. In H1 2025, the BBC and U (formerly UKTV) unleashed massive self-promotional campaigns, but for different strategic reasons.

The BBC dramatically increased impressions for its flagship channels, with BBC One up 3,690% and its streaming service BBC iPlayer up 2,219%. This advertising push is a clear move to demonstrate the value and breadth of its content to the British public, as it seeks to solidify its position in the competitive digital landscape.

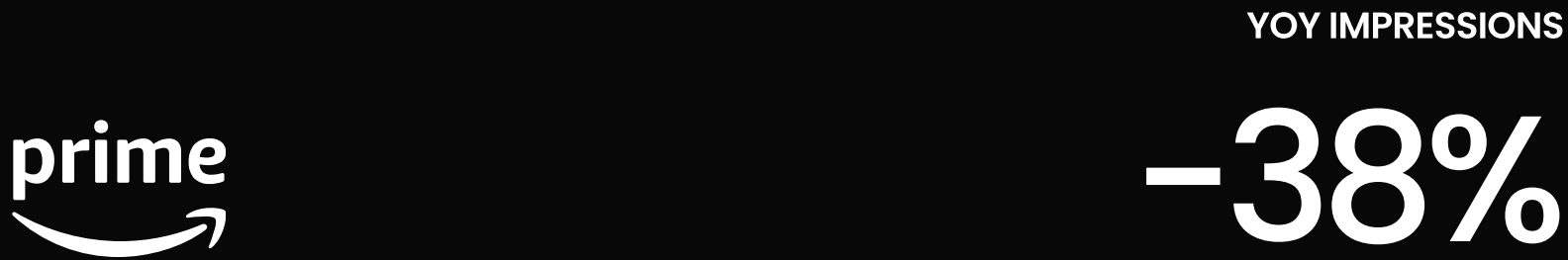
Simultaneously, UKTV's newly rebranded "U" channels executed a large promotional blitz, with impressions for U&W soaring by 10,842%. Backed by the company's biggest-ever media spend and a campaign featuring pop icon Cher, the rebrand is a high-stakes play to unite its portfolio of free-to-air channels and drive viewers to its "U" streaming service in a highly fragmented commercial market. This highlights two distinct survival strategies: the BBC is advertising to promote its public mission, while U is advertising to capture commercial market share.



Auto, Finance, and Tech Brands Cut Ad Spending the Most

The advertisers who pulled back most significantly during the first half of 2025 were concentrated in sectors sensitive to consumer confidence and discretionary spending. The automotive industry saw major decreases from brands like Nissan (–71%) and EV-maker Polestar (–54%), as consumers delayed big-ticket purchases. Financial and insurance services also saw significant declines from price comparison site Confused.com (–53%) and bank Santander (–51%).

Tech giants Amazon Prime (–38%) and Apple (–35%) also reduced their impression volume, pulling back ad spend in a weaker consumer market.



BOTTOM 25 ADVERTISERS BASED ON YEAR-OVER-YEAR GROWTH IN TV AD IMPRESSIONS

AMONG TOP 500 ADVERTISERS

PERCENT CHANGE: H1 2025 VS H1 2024

1	Nissan	–71%
2	Pepsi	–63%
3	Nivea	–58%
4	Eurocamp	–58%
5	Wayfair	–54%
6	Polestar	–54%
7	Confused.com	–53%
8	Santander	–51%
9	Xero	–47%
10	Bupa Health Insurance	–47%
11	National Rail	–45%
12	Emma	–44%
13	Snickers	–41%
14	Maltesers	–38%
15	Amazon Prime	–38%
16	Dormeo	–37%
17	GlaxoSmithKline (GSK)	–37%
18	Plusnet	–36%
19	UK Government	–35%
20	Etsy	–35%
21	Apple	–35%
22	Skechers	–34%
23	Waitrose & Partners	–33%
24	Nationwide	–33%
25	Travelodge	



Automotive Shake-Up: Legacy Brand Nissan Hits the Brakes While CUPRA Accelerates to the Top

The automotive sector highlighted opposing strategies during the first half of 2025, illustrated by legacy automaker Nissan and challenger brand CUPRA. Nissan pulled back spend by the highest margin of any top brand, slashing its TV ad impressions by 71% as it navigated concerns over the impact of new tariffs on vehicle prices.

At the same time, CUPRA hit the accelerator and boosted TV ad impressions by 89%, seizing the top spot to become the #1 automotive advertiser in the U.K. CUPRA's bold campaigns, including the visually striking “One of Them, One of Us” campaign with Willow Smith, captured market share from retreating incumbents, positioning itself as a disruptive, design-led brand. This contrast signals a pivotal moment in the auto market, where ambitious challenger brands are actively pursuing the loyalty of next-gen drivers.





AD OVERLOAD

**Ad Overload: TV Ads Are
Oversaturated For Many
Consumers. 91% of Ads Go
to Only 50% of Households**

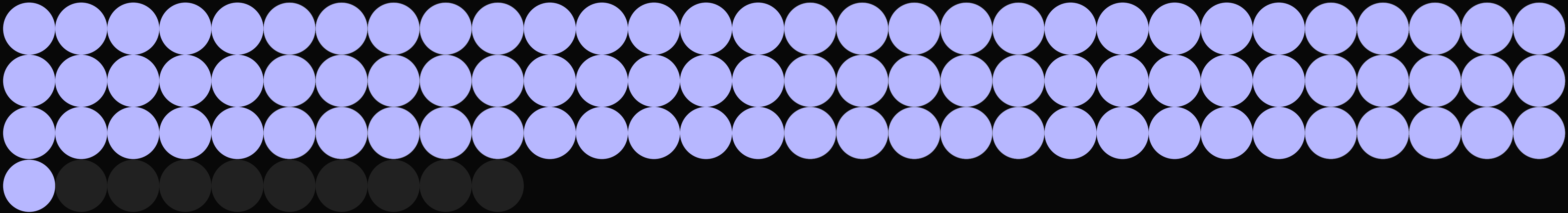
The distribution of TV advertising remains heavily imbalanced, creating a significant challenge and opportunity for brands. During the first half of 2025, the top 50% of linear TV households were bombarded with an average of 78 ads per day, accounting for a staggering 91% of all TV ad impressions. This extreme over-exposure creates ad fatigue and creative burnout, diminishing the impact of campaign spending.

Conversely, the bottom 50% of households (a significant and largely untapped audience) saw just 8 ads per day. This highlights a major efficiency gap and missed opportunity to reach valuable audiences.



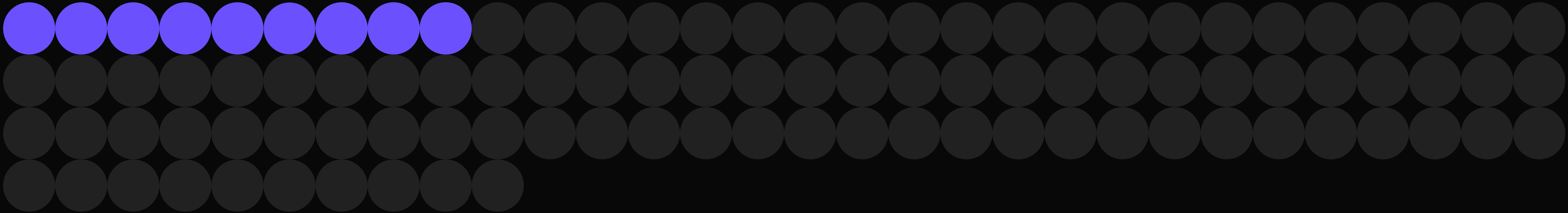
91% of TV ad impressions reached the top 50% of linear TV households

78 Average number of TV ads seen per day by the top 50% of linear TV households



9% of TV ad impressions reached the bottom 50% of linear TV households

9 Average number of TV ads seen per day by the bottom 50% of linear TV households





KEY TAKEAWAYS ON ADVERTISING TRENDS

Investing Through Uncertainty

Three-quarters of top advertisers increased TV ad impressions to win market share in a slow-growth economy.

Extreme Ad Overload

TV ad delivery is incredibly imbalanced. The top 50% of TV households see 91% of all ad impressions, while the bottom 50% see just 9%.

Earning Sentiment

Winning online conversation doesn't always require the highest ad spend. Brands like TUI and McDonald's earned top sentiment through campaigns focused on efficacy and community goodwill.

Broadcasters Drive Viewers to Streaming

Broadcasters are strategically using valuable primetime ad slots to funnel their massive linear audience directly to their own streaming services.

Travel and Restaurants Increase Ads

Despite consumers cuts in overall discretionary spending, travel and dining remain top priorities. Advertisers in these categories responded in turn, increasing impressions dramatically.





HOW SAMBA CAN HELP

Connect TV Attention and Online Attention

Driving consideration is critical. By understanding what your audience is watching on TV and where they are spending time online, Samba TV can activate campaigns that help you nurture users at precise moments of the marketing funnel. Customers who are stuck mid-funnel are killing your bottom line.

Conquest New Audiences

Identify households exposed to competitor ads, allowing you to run highly effective and targeted conquering campaigns to drive growth.

Get Competitive Intelligence

Use clear, actionable intelligence on competitor spend across viewership and behavioural signals enabling you to implement smarter offensive and defensive ad strategies.

Target with Precision

Use Samba first-party viewership data to build custom audience segments (e.g., "at-home value seekers") for efficient and relevant targeting.

Invest in a Holistic Media Mix Across TV and Digital

Ensure your media mix is diversified, and measure what's working with Samba's True Reach and Frequency measurement solutions.

Measure Entertainment Outcomes

Platforms can track how many households saw a promo for a streaming service on a linear channel and subsequently watched that service, proving the ROI of the strategy.



[03]

Vertical Deep-Dives



RETAIL DEEP-DIVE

Grocers Battle for Share of Voice as Resale and E-commerce Brands Surge

In the retail sector, established brands are fighting for market share, while digital-native brands and brands focused on resale are seeing explosive growth. Supermarket giant Tesco (+61%) launched a massive advertising offensive, retiring its long-running “Food Love Stories” campaign in February for a major new cross-platform campaign “It’s Not a Little Thing. It’s Everything,” which spotlighted the emotional power of food in daily life. In a surprising strategic divergence, discount grocers Aldi (-4%) and Lidl (-20%) both pulled back on impressions, suggesting a shift away from broad-reach TV toward more targeted, performance-based marketing.

The biggest growth stories, however, came from the resale market with platform Vinted surging 87%. FD-commerce giant Amazon (+76%) followed, with a campaign directed at value-conscious and digitally savvy consumers.



Top retail advertisers by ad impressions

H1 2025 VS. H1 2024

01	Tesco			+61%	2.3B
02	Argos			+27%	1.5B
03	eBay			+38%	1.1B
04	ALDI	-4%			951M
05	Amazon			+76%	864M
06	ScS			+220%	862M
07	DFS			+39%	851M
08	Vinted			+87%	844M
09	Lidl	-20%			789M
10	Co-op			35%	688M

GROWING BRANDS TOP INCREASES AMONG RETAIL BRANDS IN TOP 500 ADVERTISERS

zooplus

+8,260%

Vintage
Cash Cow

+240%

ScS

+220%

Dreams

+92%

Vinted

+87%



FMCG DEEP-DIVE

80% of Top FMCG Brands Increase Ads, As Household Staples and Cleaning Products Dominate Ad Growth

+3%

Food & Beverage ad impressions increased by 6% year-over-year in H1 2025

Advertising in the FMCG (fast-moving consumer goods) sector was dominated by trusted household names and cleaning brands in the first half of 2025, reflecting a consumer focus on home essentials. Everyday brands like Fairy (+10%), Heinz (+15%), and Dove (+28%) all increased their ad volume, reinforcing their brand presence and consumer loyalty.

The most dramatic growth came from home cleaning products. Cif (+3921%) and Dylon (+1194%) both saw massive increases in impressions. Cif launched a campaign around the viral #CleanTok movement, while Dylon supported the launch of its new Dylon Detergent through a TV ad campaign promoting its new “triple renew formula.”

+18%

Home & Garden ad impressions increase by 18% year-over-year in H1 2025

IT HAS TO BE



Top FMCG advertisers by ad impressions

H1 2025 VS. H1 2024

01	Fairy		+10%	1.6B
02	Heinz		+15%	1.1B
03	Dove		+28%	876M
04	Nescafé		+54%	872M
05	Flash		+16%	770M
06	Febreze		+6%	706M
07	Lindt		+43%	671M
08	Dylon		+1,194%	618M
09	Ariel	-14%		587M
10	Lenor	-31%		560M

GROWING BRANDS TOP INCREASES AMONG FMCG BRANDS IN TOP 500 ADVERTISERS

	+3,921%
	+1,194%
	+609%
	+294%
	+197%



ENTERTAINMENT DEEP-DIVE

BBC Massively Increases Impressions, As Broadcasters Use Linear to Fuel the Streaming Future

The U.K. entertainment landscape is in the midst of a high-stakes transition, with linear broadcasters using their prime airtime to aggressively promote their digital platforms. The BBC launched a massive self-promotional drive, with impressions for its flagship channel BBC One (+3,690%) and its streaming service BBC iPlayer (+2,219%) skyrocketing. This represents both a defensive maneuver to retain audiences in a crowded market and an offensive strategy to further establish iPlayer as an indispensable part of the U.K.'s streaming diet. Meanwhile, four of the top five growing channels were affiliated with the broadcaster U.

+24%

Entertainment ad impressions increased by 24% year-over-year in H1 2025



Top entertainment advertisers by ad impressions

H1 2025 VS. H1 2024

01	ITV1		+26%	4.4B
02	Channel 4		+4%	3.9B
03	ITVX	-32%		2.1B
04	BBC One		+3,690%	1.5B
05	Channel 5	-26%		1.3B
06	BBC iPlayer		+2,219%	1B
07	Sky	-22%		1B
08	E4		+32%	900M
09	Sky Sports		+61%	781M
10	Sky Cinema	-10%		767M

GROWING CHANNELS
TOP INCREASES AMONG ENTERTAINMENT ADVERTISERS
IN TOP 500 ADVERTISERS

U&W

+10,842%

U&DRAMA

+9,621%

U&YESTERDAY

+6,349%

U

+5,202%

BBC one

+3,690%



TRAVEL DEEP-DIVE

Holiday & Cruise Brands Increase Ads as Consumers Prioritise Travel

+22%

Travel ad impressions increased by 22%
year-over-year in H1 2025

The travel sector saw a significant advertising boom in H1 2025, reflecting a clear consumer trend of investing in experiences, even as overall consumer confidence remains cautious. Package holiday giant TUI (+51%) pushed forward with its "Packed Differently" campaign, which used its "Happy Bag" mascot to highlight the value and joy of a package holiday.

The growth from cruise lines like P&O Cruises (+21%) and Fred Olsen (+527%) indicates a strong demand for all-inclusive options that offer budget certainty. Furthermore, the explosive growth in destination marketing for Türkiye (+205%) and airline Emirates (+3,022%) points to a robust appetite for international travel, suggesting that despite pressures on household budgets, travel remains a key and resilient discretionary spending category.



Top travel advertisers by ad impressions

H1 2025 VS. H1 2024

01	Tui		+51%	2.9B
02	P&O Cruises		+21%	903M
03	Trivago		+55%	785M
04	Türkiye		+205%	700M
05	Fred. Olsen Cruise Lines		+527%	683M
06	Jet2holidays	-3%		617M
07	Viking Cruises		+34%	606M
08	Booking.com	-4%		549M
09	Butlin's		+11%	438M
10	Premier Inn	-3%		431M

GROWING BRANDS TOP INCREASES AMONG TRAVEL BRANDS IN TOP 500 ADVERTISERS

	+3,022%
	+527%
	+205%
	+205%
	+111%



AUTOMOTIVE DEEP-DIVE

European Brands Go on the Offensive in a Shifting Auto Market

The automotive ad market was defined by the significant growth of European brands in H1 2025, led by Spanish challenger brand CUPRA, which saw its impressions surge by 89%—signaling a massive investment to establish itself as a key player in the UK. Legacy German automaker Audi (+60%) also launched a significant offensive.

This confident, forward-leaning strategy from European manufacturers stands in stark contrast to the more cautious approach of some competitors, most notably Japanese giant Toyota (-27%), which significantly reduced its ad volume. This divergence points to a highly competitive and evolving market where European brands are making a strong play to win market share.

+16%

Automotive ad impressions increased by 16% year-over-year in H1 2025



Top automotive advertisers by ad impressions

H1 2025 VS. H1 2024

01	CUPRA		+89%	731M
02	Hyundai		+4%	706M
03	Ford	-14%		493M
04	Lexus		+9%	470M
05	Peugeot		+46%	398M
06	Audi		+60%	388M
07	Volkswagen		+47%	372M
08	Kia		+39%	354M
09	Volvo		+48%	332M
10	Toyota	-27%		312M

GROWING BRANDS TOP INCREASES AMONG FMCG BRANDS IN TOP 500 ADVERTISERS



+242%

SUZUKI

+131%



+111%



+89%



+60%



METHODOLOGY

Samba TV is a global leader in AI-driven media intelligence powered by first-party data from millions of opted-in connected televisions and billions of web signals across more than 50 countries. Our independent, cross-platform measurement provides advertisers and media companies a unified view of the entire consumer journey. Samba TV gathers viewership data via its proprietary Automatic Content Recognition (ACR) technology from tens of millions of opted-in Smart TVs. Samba TV’s ACR is integrated at the chipset level across 24 of the top Smart TVs sold in more than 100 countries globally and captures content that crosses the TV screen, regardless of source.

As is standard industry practice, we analyse our large proprietary dataset to project household level TV viewership. We do not estimate viewership on non-TV devices, nor do we estimate co-viewing (number of people watching). We weight individual households in our dataset to create a research panel that we believe accurately represents viewership behaviours.

Samba TV does not estimate viewership on non-TV devices such as mobile phones. Samba TV measures at the household level, and does not extrapolate to the individual viewer. In certain areas throughout the report Samba first-party data is supplemented with third-party sources, such as Meltwater for social sentiment data.



For more information about Samba TV and our viewership
and advertising insights, visit [Samba.tv](https://samba.tv), where you can
subscribe to Samba Insights or schedule a meeting.