



LINEAR TV AND STREAMING TRENDS

Linear TV remains robust in CEE, with a significant audience still preferring traditional broadcasting. This is partly due to the region's strong pay-TV culture. Despite global trends suggesting a decline in linear TV, local market dynamics in CEE show a different picture. Broadcasters and viewers still find value in linear content.

Sports dominate the linear TV landscape in CEE, followed by entertainment, which benefits from high cable penetration.

Public service broadcasters, like Croatian Radiotelevision (HRT),



note that their average viewer age is increasing, currently at 64.

GOOGLE'S NEW ADVERTISING NETWORK

Google has launched an advertising network for Google TV, offering targeted in-stream video ads across 125 channels in the United States. The network includes non-skippable ads and 6-second bumper ads, providing flexible options for advertisers.



YouTube's reach in the US includes 150 million monthly viewers, with Google TV reaching 20 million devices. A significant portion of households (60%) watch free, ad-supported streaming services on Google TV, averaging over 75 minutes of viewing per day.

M6+ LIVE SPORT EXPERIENCE FOR EURO 2024

French streaming service M6+ has partnered with Bedrock and



Ease Live to launch an interactive live sports experience for EURO 2024. The M6+ Live Sport Experience will include live game statistics and interactive overlays, enhancing viewer engagement.

The interactive features will be available on Android TVs, desktops, and mobile devices (Apple iOS and Android). Plans include expanding compatibility to smart TVs and devices such as Samsung, LG, Apple TV, and Amazon Fire TV.



The collaboration between Bedrock and Ease Live allows for quick deployment of interactive features, reducing setup times significantly. The solution's design enables scalability, allowing for a broader global implementation and enhancing user experience across various devices. ■

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