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FUTURE

THE WORLD
AUDIENCES
SUMMIT 2017

The future of TV from inside the
living rooms of the world

SixUp Research

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Director of Audiences
ITV

itv
Audiences



Introducing SixUp

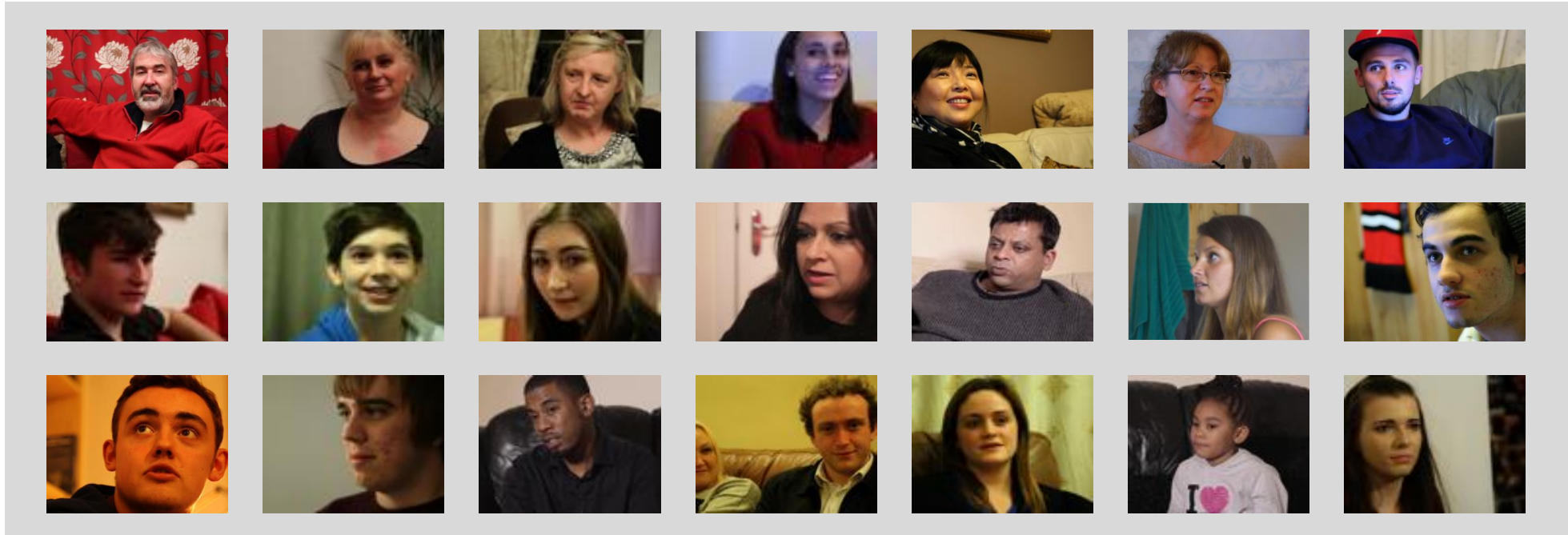
SIXUP IS A LONGITUDINAL STUDY DESIGNED TO HELP
ITV UNDERSTAND **REAL HOUSEHOLDS'** EVOLVING
RELATIONSHIP WITH TV

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What is SixUp?

We are following 20 diverse households:



A mix of household types, different relationships with technology and TV viewing

Introducing 9 new households in 3 new markets

...demonstrate the similarities and differences across the chosen markets and as with the UK study



**Future of
Channels &
Scheduling**



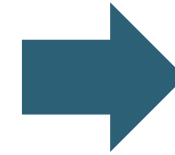
**Future of
Discovery &
Choice**



**Brand
Comms**



Togetherness



International



FOR MOST, **LINEAR TV** STILL DOMINATES BUT CHANGE IS MAINSTREAM



LOTS OF CHANGE IN THE LIVING ROOM - AND IT FEELS **EXCITING**



BUT THINGS ARE **CHANGING** FAST...

Growth of integration around the living room screen

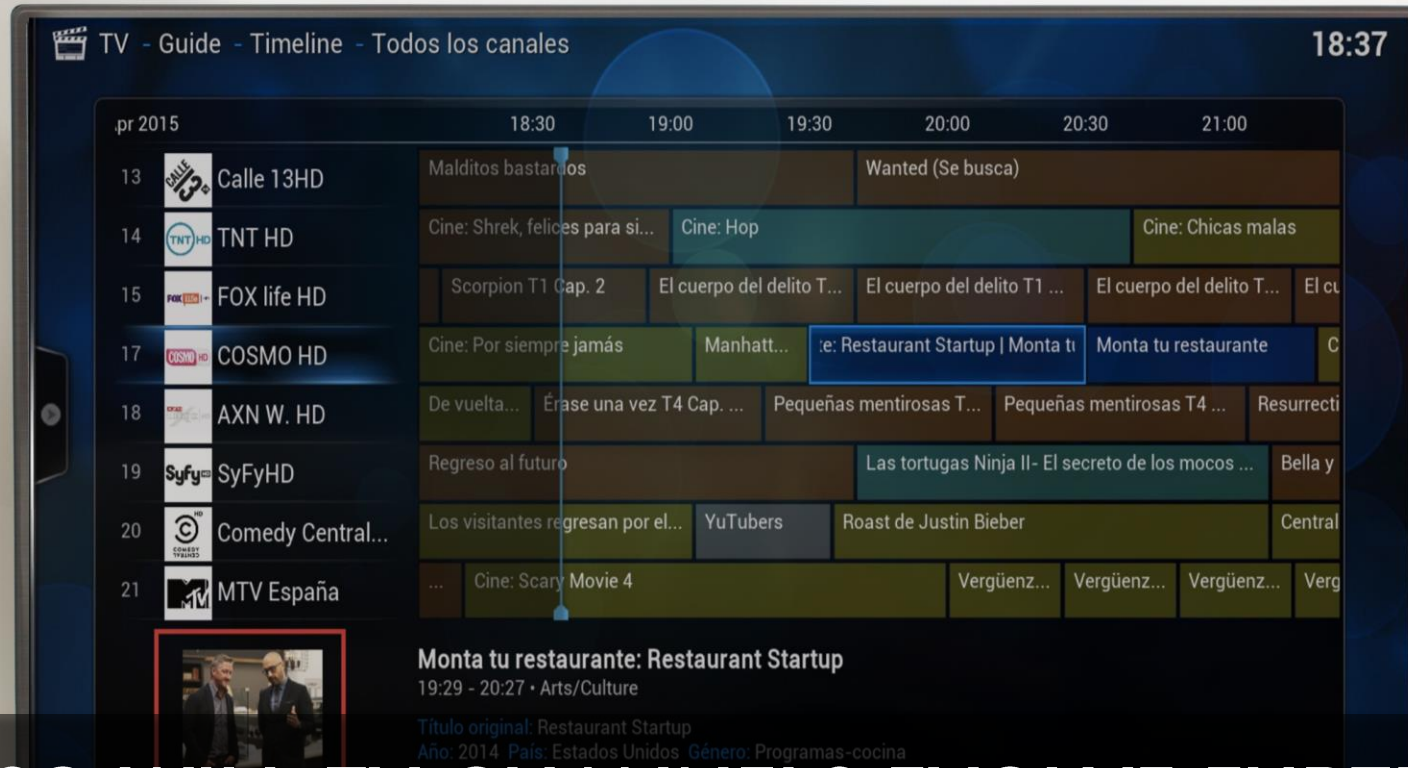
Family Evangelists driving adoption of new tech / services



THERE'S A GROWING SENSE THAT **POWER** IS SHIFTING TO THE VIEWER – AND THEY LOVE IT!



MOST WANT A FUTURE WITH CHANNEL BRANDS BECAUSE THEY STAND FOR SOMETHING AND **SIMPLIFY CHOICE**



SO WILL TV CHANNELS EVOLVE FURTHER AWAY FROM
'BROADCAST' + 'CATCH-UP' - TOWARDS **CURATION?**



TV TOGETHERNESS MATTERS



AND **TV** CONTINUES TO ENABLE FAMILIES TO COME
TOGETHER - IN NEW WAYS
REDEFINING TOGETHERNESS

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TV CONVERSATION IS ALIVE AND WELL, **BUT THE RULES HAVE CHANGED**



FROM WATERCOOLER TO **BOOK CLUB**

TV NO LONGER A GUILTY PLEASURE – JUST A **PLEASURE**

Summary



LESSONS LEARNED AND WHAT'S NEXT?

TARGET THEMES

MIX METHODS & DATA (BUT NEVER FORGET PEOPLE)

HOLD YOUR NERVE

NEXT THEMES - GENRE DEEP DIVES THE ROLE OF OTHER SCREENS,
POLARISATION & THE ECHO CHAMBER

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THANK YOU