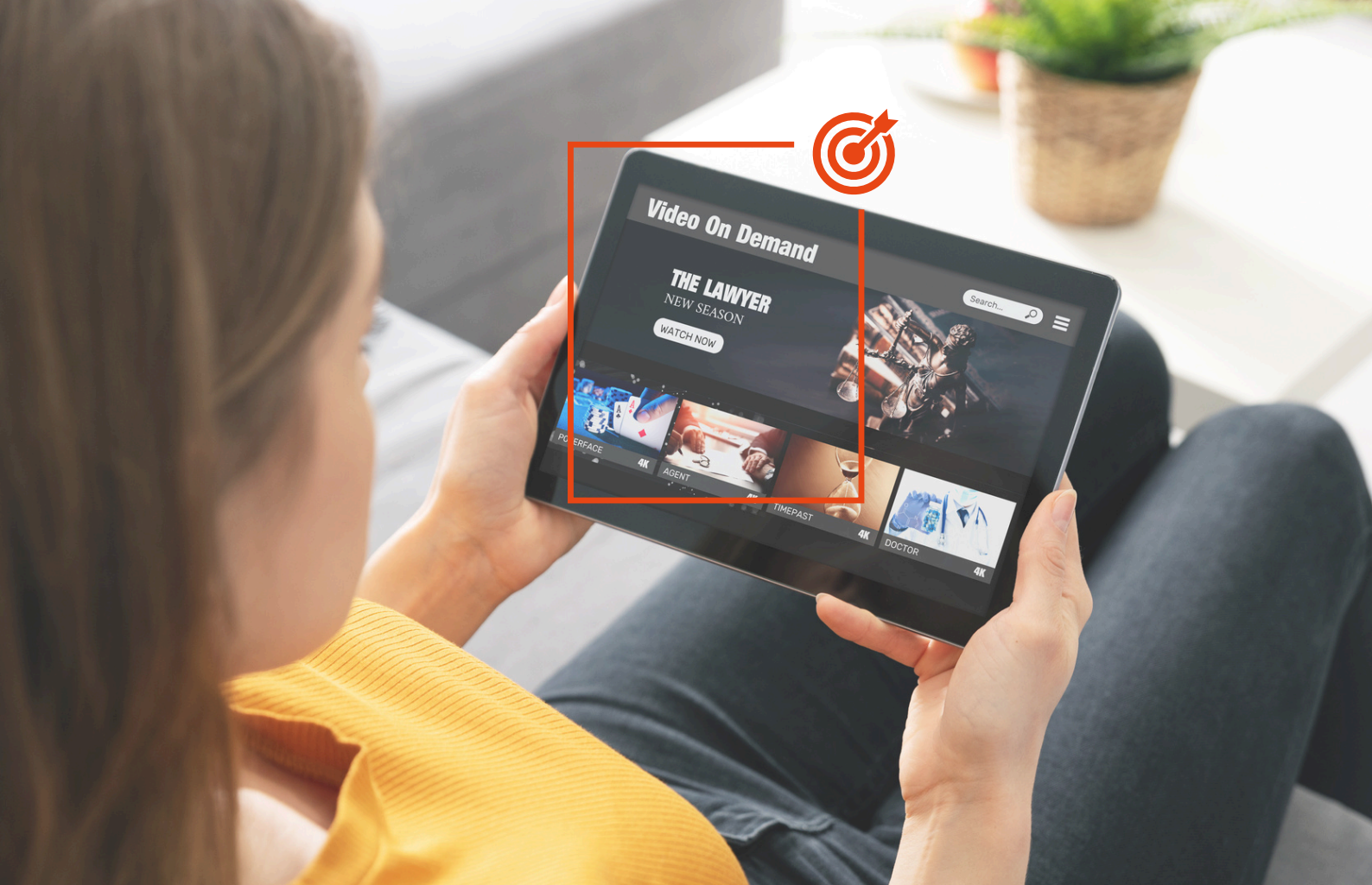


A couple is shown from behind, sitting on a couch and watching a television. The TV screen displays a colorful, abstract graphic. The background is dark and moody, with a blue tint. In the top left corner, there is a stylized target icon with an arrow hitting the bullseye. In the bottom right corner, there is another similar target icon.

How to deliver effective TV advertising:

A guide to achieving
measurable
outcomes with
addressable TV

Be Addressable
DATA • TARGETING • MEDIA



The changing landscape

Television advertising is undergoing its most profound transformation in decades. Audiences are watching less linear channels, choosing instead to spend time on streaming platforms, YouTube and TikTok. Yet, despite the disruption, TV remains central to daily life: consumers still watch more than four and a half hours of television each day.

What has changed is how people watch. Viewers switch seamlessly between ITVX, Netflix, YouTube or Disney+ on a variety of devices, it's all simply "content". Advertisers need to think the same way. The boundary between TV and digital video has blurred, creating new opportunities to reach audiences with precision.

TV matters more

TV has always been the fastest and most powerful way to build brand recognition. It delivers scale that no other medium can match, and now, thanks to advances in technology, it also offers the accountability and targeting precision once reserved for digital channels

This combination is commercially compelling. A study of 141 brands across 14 sectors showed TV generates an average profit return of £5.94 for every £1 spent, outperforming all other media.



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Profit Ability 2: The new business case for advertising - Data summary

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	% of advertising investment	% of profit volume				Profit ROI	
		% of full payback	% of sustained payback	% of short-term payback	% of immediate payback	Full payback	Short-term payback
All media	100%	100%	100%	100%	100%	£4.11	£1.87
TV (Linear + BVOD)	43.6%	54.7%	64.3%	41.5%	27.8%	£5.61	£1.79
Linear TV only	35.0%	46.6%	55.7%	33.9%	20.5%	£5.94	£1.82
Generic PPC	18.9%	14.6%	8.8%	22.5%	30.5%	£3.52	£2.29
Paid Social	13.2%	9.4%	8.0%	11.4%	15.1%	£3.20	£1.62
BVOD only	8.6%	8.2%	8.6%	7.6%	7.3%	£4.25	£1.66
Audio	6.2%	6.9%	6.0%	8.2%	8.6%	£4.98	£2.47
Print	3.3%	4.8%	4.7%	4.9%	4.8%	£6.36	£2.74
Online video	3.9%	3.4%	3.2%	3.7%	3.6%	£3.86	£1.76
OOH	5.0%	3.1%	3.0%	3.1%	3.3%	£2.78	£1.19
Online display	5.5%	2.9%	1.8%	4.4%	5.9%	£2.34	£1.50
Cinema	0.4%	0.3%	0.2%	0.3%	0.3%	£2.56	£1.19

Source: Ebiqutty, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK; 141 brands (UK), £1.8Bn media spend

In addition, TV advertising amplifies the effectiveness of other channels: it can boost the impact of digital and social media campaigns by around 31%.

AI is rapidly changing paid search, it's more contextual and directional, making specific recommendations. Brands matter more; TV is the most effective way to quickly build them.

Broadcasters and Platforms

The UK's established players (ITV, Channel 4 and Sky) remain dominant. But the market is expanding as Amazon Prime Video, Netflix, Disney+ and YouTube invest heavily in ad-supported models.

Each platform is building advanced data tools.

- **Sky AdSmart** delivers household-level targeting with spot replacement on linear TV.
- **ITVX**, the UK's largest BVOD platform, offers logged-in targeting and innovations through AdLabs such as automated contextual tools.
- **Channel 4's** VOD provides demographic and interest-based segmentation.
- **Netflix** uses Microsoft/Xandr technology, while **Amazon Prime Video** applies its retail data to connect advertising with purchase intent.



In June 2025, ITV, Channel 4 and Sky jointly launched Universal Ads, a collaboration designed to simplify access to their premium catch-up inventory. The aim is clear: make TV as straightforward to buy and measure as digital campaigns, while retaining the high standards of creative and execution that television demands.

Addressable TV Explained

Addressable TV uses data to deliver ads to specific households, individuals or devices. Instead of broadcasting the same message to everyone, brands can now target by postcode, viewing habits, or even supermarket loyalty card data.

This shift eliminates the long-standing criticism that half of all TV spend is wasted. It brings TV closer to digital precision, while retaining television's emotional power.

Strategically, addressable TV allows brands to:

- Focus on core heavy users (80:20 Pareto principle).
- Target lookalike audiences and lapsed customers.
- Target competitors core customers.
- Increase purchase frequency.
- Reach light or non-viewers to complement linear campaigns.

For many digital-first advertisers, addressable TV is the ideal entry point. Entry costs are lower, measurement is more immediate, and targeting feels familiar to anyone already buying social or search.

How to deliver effective **Addressable TV Campaigns**

- **Clear objectives** Every campaign should begin with a defined purpose. Objectives should be quantified so that success can be measured transparently.
- **Data planning** Addressable TV is closer to digital platforms than linear. Each broadcaster uses different data sets (e.g. Sky at household level, ITVX at individual level, Amazon at postcode area level etc.). Measurement also differs linear is measured by BARB, while addressable relies on platform-reported impacts. Rigorous analysis and prediction are essential.
- **Audience selection** Thousands of audience segments are available. Matching them to objectives is key. It's vital to make sure to target the same audience across different channels to maximise frequency but also maximise exposure by using different platforms. Over-targeting should be avoided: reach and frequency still matter.
- **Negotiation** Addressable CPMs are typically several times higher than linear, so they must be justified against objectives. Incentives are often available for first-time or solus advertisers, making negotiation an important lever.
- **Creative execution** Ads should reflect the precision of targeting: from regional voiceovers to personalised offers. Falling production costs make it easier to create multiple tailored versions. Collaboration between creative and media teams is vital, as addressable requires different thinking from linear.
- **Performance linkage** Addressable campaigns should deliver measurable changes in search activity, web traffic or sales. Broadcasters provide attribution tools, and third-party solutions are available too. Crucially, measurement must be built into plans from the outset and properly budgeted for.

Why TV works

Television's impact is reinforced by its regulated environment. In the UK, all ads require approval from Clearcast before transmission, and the number of ad breaks per hour is strictly limited. This creates a trusted, controlled space where viewers are receptive. Around a third say they are likely to respond to TV advertising.

As an audio-visual medium, TV communicates complex messages memorably, working on both a conscious and subconscious level. It also has the highest “multiplier effect” of any channel, making every other part of the marketing mix work harder.

Let's talk TV

Navigating today's TV landscape can feel complicated, but it doesn't have to be. Whether you're exploring addressable TV for the first time or looking to scale existing campaigns, our team can help you plan with confidence, create effective ads and measure performance.

We'd love to explore how TV could work for your business. Reach out to us at www.beaddressable.com to start the conversation.