

US TV viewers torn between free, ad-supported services and ad-free video subscriptions

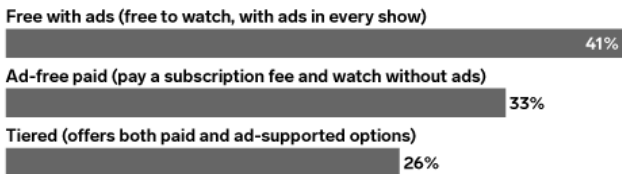
Article

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When deciding whether to sit through ads or pay up, US TV viewers ages 14 and older favor the former, but not by much. While **41%** prefer a service that is free with ads, **33%** would sooner pay a subscription fee than see commercials in their movies and shows.

What Type of Ad Model Would US TV Viewers Prefer in a TV Service*?

% of respondents, June 2021



Note: ages 14+ who watch at least 1 hour of TV per week; *assuming content was the same for all three models listed

Source: Hub Research, "TV Advertising: Fact vs. Fiction," June 25, 2021

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