

# Connected Consumers Canada

Reach, engage, and inspire the Canadian connected audience of today

The streaming landscape is evolving across the globe to include more content, an increasing number of content providers, and a growing audience. As the landscape evolves, it becomes increasingly important for advertisers to understand how to reach, engage, and inspire this audience.

## Did you know?

91%

of General Consumers are Connected Consumers

68%

of General Consumers are Amazon Connected Consumers

Indicating advertisers may need to reach these consumers to grow their business and reach their goals.



## Amazon Connected Consumers are valuable to reach and engage

**+13%** Younger adult audience **+4%** Household income \$40K+ **+11%** Parents

### Of General Consumers Surveyed

**68%** are Amazon Connected Customers

**64%** are Amazon Connected Video Customers

**30%** are Amazon Connected Audio Customers

**63%** are Amazon Connected Devices Customers

## Amazon Connected Consumers (ACC) are building brand loyalty

**26%** Expect a life change in the next 12 months **33%** Expect to start a high-school education **17%** Expect to start a business **17%** Expect to buy a new home **17%** Expect to start a new hobby

## How can brands engage and inspire Connected Consumers and Amazon Connected Consumers with ad messaging?

58%

of Amazon Connected Consumers surveyed were more receptive to ads running on STV, audio or connected devices

## The Power of Video

Amazon Connected Video Consumers (ACVC) are **+8%** more likely to support ad-supported Streaming TV content than other Connected Consumers

96%

of Connected Consumers stream video services

98%

of Amazon Connected Consumers stream video content weekly

65%

of Twitch audiences watch for 10+ hours per week

27%

of Twitch audiences watch daily

## When it comes to video ads

57%

of ACVC surveyed are more receptive than General Consumers to Streaming TV ads compared to other ad types

11%

of ACVC surveyed are more likely than General Consumers to prefer ads that are aligned to the content they are watching or listening to

9%

of ACVC surveyed are more likely than General Consumers to prefer ads that are relevant to them

9%

of ACVC surveyed are more likely than General Consumers to respond to ads that are interactive via remote control or voice-interactivity

8%

of ACVC surveyed are more likely than General Consumers to respond to ads that are featured in the content they are watching outside of a commercial break

## The Power of Audio

Amazon Connected Audio Consumers (ACAC) are **+32%** more likely to listen to ad-supported audio content weekly than other Connected Consumers

80%

of Amazon Connected Consumers stream audio content weekly

38%

of Amazon Connected Audio Consumers listen to podcasts

30%

of Amazon Connected Audio Consumer listen to news



## When it comes to audio ads

63%

of ACAC surveyed are more receptive to streaming audio ads compared to other ad types

33%

of ACAC surveyed are more likely than General Consumers to prefer ads that are aligned to the content they are watching or listening to

29%

of ACAC surveyed are more likely than General Consumers to prefer ads that are relevant to them

34%

of ACAC surveyed are more likely than General Consumers to respond to ads that are interactive via remote control or voice-interactivity

15%

of ACAC surveyed are more likely than General Consumers to respond to ads that are featured in the content they are watching outside of a commercial break

# Who is a Connected Consumer?

### General Consumers

Represents all 1,000 consumers who participated in the survey.

### Connected Consumers

Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly.

### Amazon Connected Customers (ACC)

Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier), or owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video, or owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly.

### Amazon Connected Video Customers (ACVC)

Represents a subgroup of Amazon Connected Customers, including survey respondents who reported owning and using a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watching Freevee, Twitch, or Prime Video monthly.

### Amazon Connected Audio Customers (ACAC)

Represents a subgroup of Amazon Connected Customers, including survey respondents who are potentially reachable by Amazon audio ads through the Amazon Music ad-supported tier, Alexa News, or Amazon Publisher Direct.

### Amazon Connected Devices Customers (ACDC)

Represents a subgroup of Amazon Connected Customers, including survey respondents potentially reachable by Amazon Connected Devices Ads, i.e. participants who reported owning and using one or more of the following: Amazon Prime Video, Echo Show, Fire TV, Fire Tablet.

## Methodology

In the Amazon Connected Consumer Study, we surveyed 1,000 Canadian adults ages 18-64 to provide advertisers with an overview of the streaming landscape, what makes the streaming customer of today such an important audience to reach, and actionable insights on how to inspire this audience with your brand messaging. Results are based on self-reported findings from participants who opted in to take surveys in exchange for monetary compensation.

