**People Tune Out Ads On TV, Skip Them On Digital**

A nine-country MIDiA Research study shows that 52% of viewers tune out television advertisements, a slight decrease from 2019, while the percentage of people skipping online ads rose to 49% in that time. The company advises brands to seek partnerships across platforms.

***FierceVideo 7/29/21***

[***https://www.fiercevideo.com/video/52-consumers-tune-out-tv-ads-says-midia-research***](https://www.fiercevideo.com/video/52-consumers-tune-out-tv-ads-says-midia-research)

***Image credit:***

[***http://4.bp.blogspot.com/-ShPAa1RSC50/T3tiXtGWLNI/AAAAAAAAAsI/Nn6yiCGq2Ng/s1600/TV-advertising.jpg***](http://4.bp.blogspot.com/-ShPAa1RSC50/T3tiXtGWLNI/AAAAAAAAAsI/Nn6yiCGq2Ng/s1600/TV-advertising.jpg)