**Study: In 55M Homes, Only Connected TV Is On**

Connected TV is the sole viewing option in 55 million homes, 40% of all US TV households, Magnite reports in a new survey. The firm adds that CTV's audience is relatively young and diverse, and that 47% of the programming CTV viewers watch is supported by ads.

***Next TV/Broadcasting+Cable 10/24/21***

[***https://www.nexttv.com/news/55-million-homes-only-watch-connected-tv-magnite-study***](https://www.nexttv.com/news/55-million-homes-only-watch-connected-tv-magnite-study)

***Image credit:***[***https://www.bing.com/images/search?view=detailV2&ccid=kC08LJSz&id=D14724D8477B4CA359407361A6E4A84D37A45C30&thid=OIP.kC08LJSzJJcBXU2OyJJAvgHaE7&mediaurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.902d3c2c94b32497015d4d8ec89240be%3frik%3dMFykN02o5KZhcw%26riu%3dhttp%253a%252f%252fassets.nydailynews.com%252fpolopoly\_fs%252f1.2422661.1446597779!%252fimg%252fhttpImage%252fimage.jpg\_gen%252fderivatives%252farticle\_750%252frear-view-young-man-watching-television.jpg%26ehk%3d6xvoQrhjWYISXeFlG87ekpPKS93IqjMtig%252bS04nWjz8%253d%26risl%3d%26pid%3dImgRaw%26r%3d0&exph=499&expw=750&q=watching+tv&simid=608039095787012167&FORM=IRPRST&ck=6F051FE9ECD50887021D798E4E4C0343&selectedIndex=60&ajaxhist=0&ajaxserp=0***](https://www.bing.com/images/search?view=detailV2&ccid=kC08LJSz&id=D14724D8477B4CA359407361A6E4A84D37A45C30&thid=OIP.kC08LJSzJJcBXU2OyJJAvgHaE7&mediaurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.902d3c2c94b32497015d4d8ec89240be%3frik%3dMFykN02o5KZhcw%26riu%3dhttp%253a%252f%252fassets.nydailynews.com%252fpolopoly_fs%252f1.2422661.1446597779!%252fimg%252fhttpImage%252fimage.jpg_gen%252fderivatives%252farticle_750%252frear-view-young-man-watching-television.jpg%26ehk%3d6xvoQrhjWYISXeFlG87ekpPKS93IqjMtig%252bS04nWjz8%253d%26risl%3d%26pid%3dImgRaw%26r%3d0&exph=499&expw=750&q=watching+tv&simid=608039095787012167&FORM=IRPRST&ck=6F051FE9ECD50887021D798E4E4C0343&selectedIndex=60&ajaxhist=0&ajaxserp=0)