

2025 Streaming Trends

and Strategies for Higher Education

April 2025



A Few Starting Details



- + 45-minute sessions, including time for questions and conversation at the end
- + Session recordings shared with attendees via email at later this week
- + Use the Zoom Chat and Q+A panels to engage with attendees and submit questions
- + Need help? Use Whova's "Ask Organizers Anything" section in the Community Board or email us at conferences@carnegiehighered.com

Presenters



Deja Rodriguez

Senior Programmatic Specialist

Archetype Persona

The Engaging and Confident
Producer

SUNY New Paltz Alum

3+ years at Carnegie

Currently streaming 

The Bear on Hulu



Cayli Armstrong

Assistant Director, Programmatic

Archetype Persona

The Entertaining and Considerate
Confidant

UMass Amherst Alum

4+ years at Carnegie

Currently streaming 

Mad Men on AMC+

Today's Goal

Explore the evolving streaming landscape, its impact on student engagement, and strategies to drive enrollment and brand growth with actionable insights.

Agenda



- 1 Today's Trends**

- 2 Emerging Video Streaming Tactics**

- 3 Enhanced CTV Attribution**

- 4 Insights & Takeaways**



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Today's Streaming Trends

- + Linear TV vs. Streaming
- + Streaming by the Numbers
- + Graduating Seniors Report Quadrant Analysis

Linear TV vs. Streaming

Linear TV

Traditional TV broadcasting where programs air on a set schedule.

- + Uses a cord
- + Requires real-time watching



Streaming

The delivery of digital content over the internet without requiring downloads.

- + Connected TV
- + YouTube



**In this evolving
landscape,
*how are streamers
stacking up?***



CARNEGIE

AMAZON PRIME

HULU

NETFLIX

TWITCH

YOUTUBE

DISNEY +

PLUTO TV

TUBI

Streaming is the **new normal**

Leaving consumers in the driver's seat.

Streaming by the Numbers

A magnifying glass with a dark blue frame and a red handle, tilted to the left. The lens contains the text '85%'.

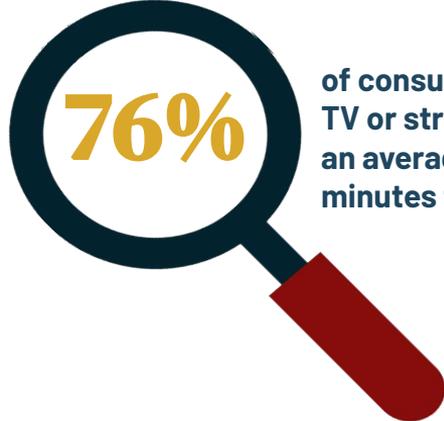
85%

of U.S. households now
subscribe to at least one video
streaming service.

A magnifying glass with a dark blue frame and a red handle, tilted to the right. The lens contains the text '242MM'.

242MM

expected CTV viewers by
the year 2026.

A magnifying glass with a dark blue frame and a red handle, tilted to the right. The lens contains the text '76%'.

76%

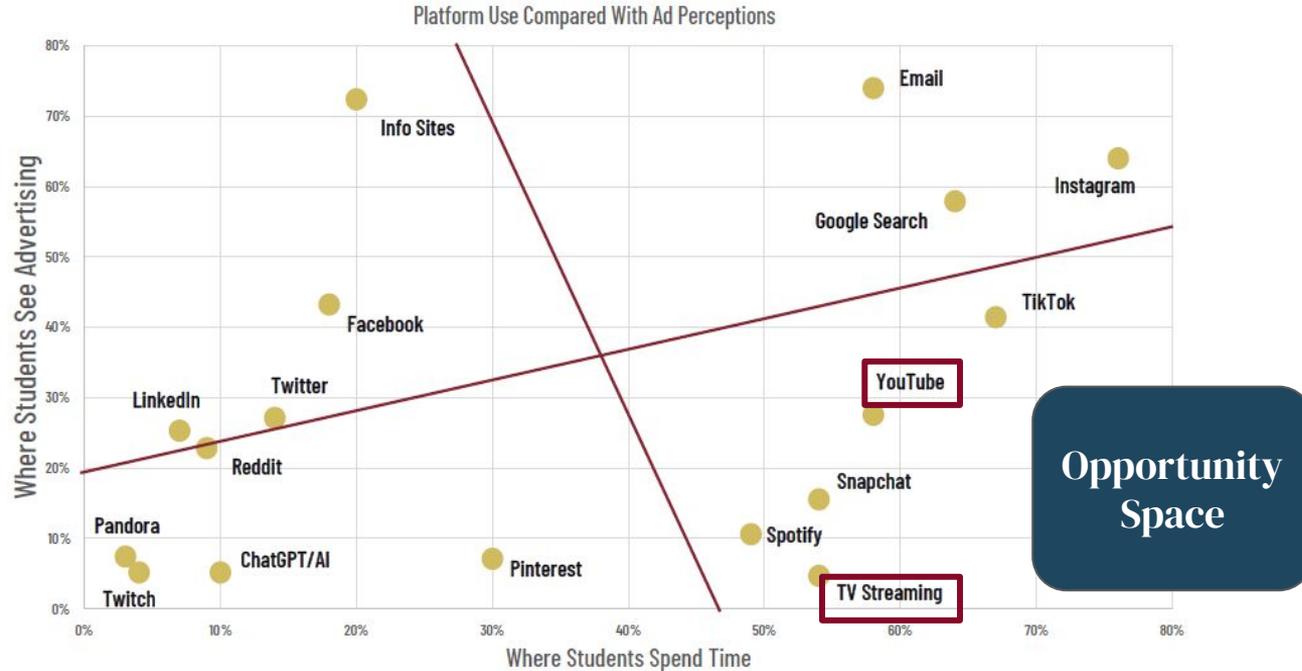
of consumers are watching online
TV or streaming daily, dedicating
an average of 1 hour and 22
minutes to streaming a day.

*What does this shift
in user behavior mean
for higher education
institutions?*

Graduating Seniors—College Journey

USE VERSUS AD PERCEPTION

Comparing platform use and ad perception data to create quadrant analysis.



Looking Ahead...

“As the industry expands its content offerings...2025 will set the tone for what the next decade of streaming looks like.”

Keith Valory
Chief Executive Officer
PLEX

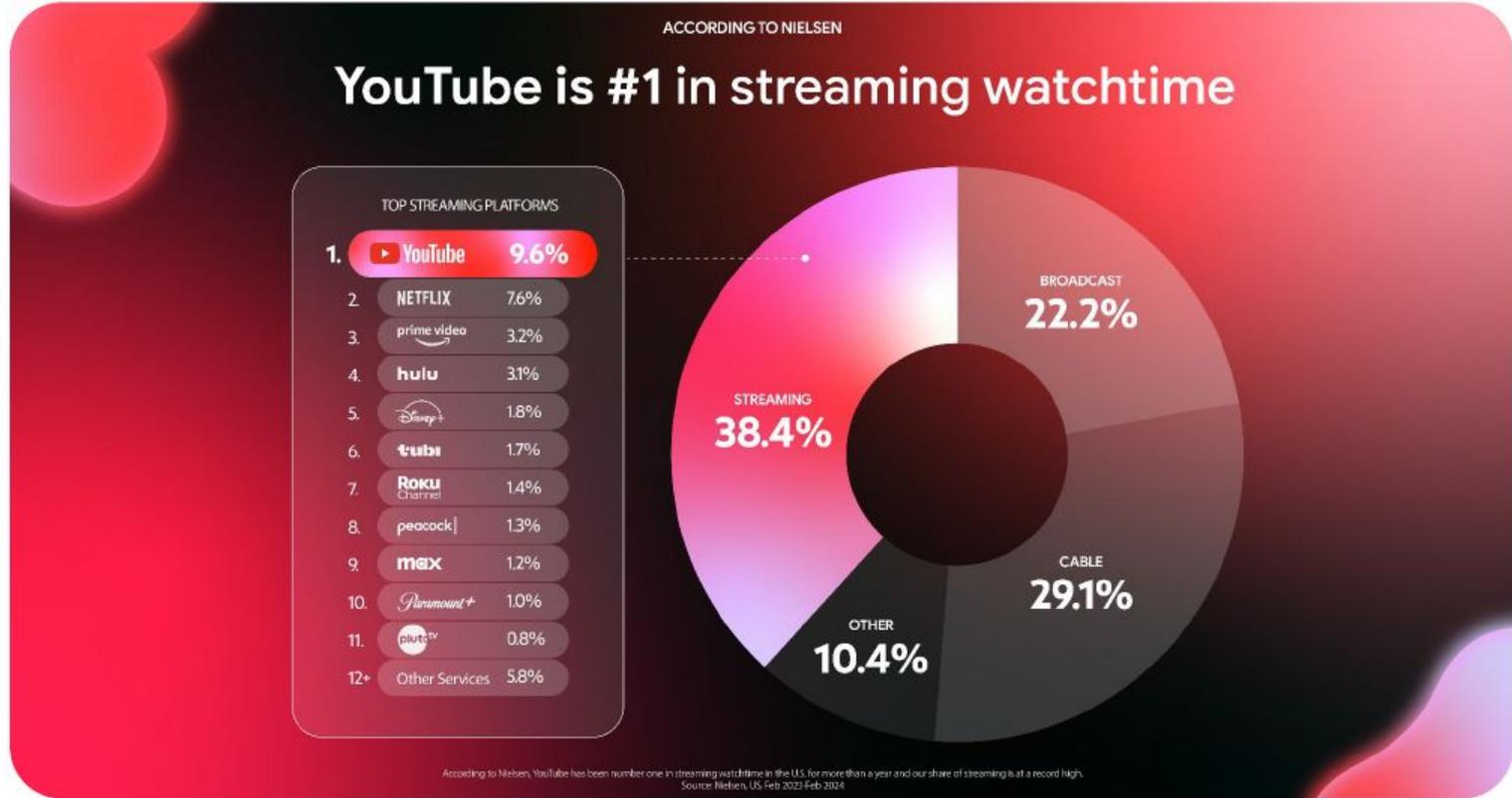
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Emerging Streaming Tactics

- + AI-Powered YouTube
- + CTV Over-The-Top Inventory
- + CTV Netflix Inventory
- + CTV DRAX Inventory

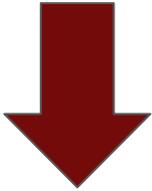


YouTube

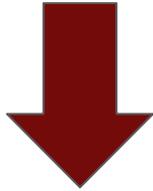


AI-Powered YouTube

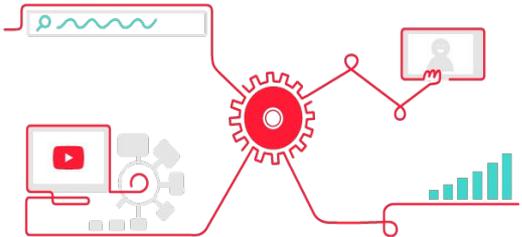
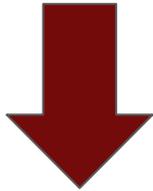
AI-Powered Audience Targeting



AI-Powered Ad Delivery



AI-Powered Bidding & Measurement



AI-Powered YouTube

~52%
improvement
in CPM

Connected TV

NETFLIX

peacock



prime video

HBOmax

discovery+

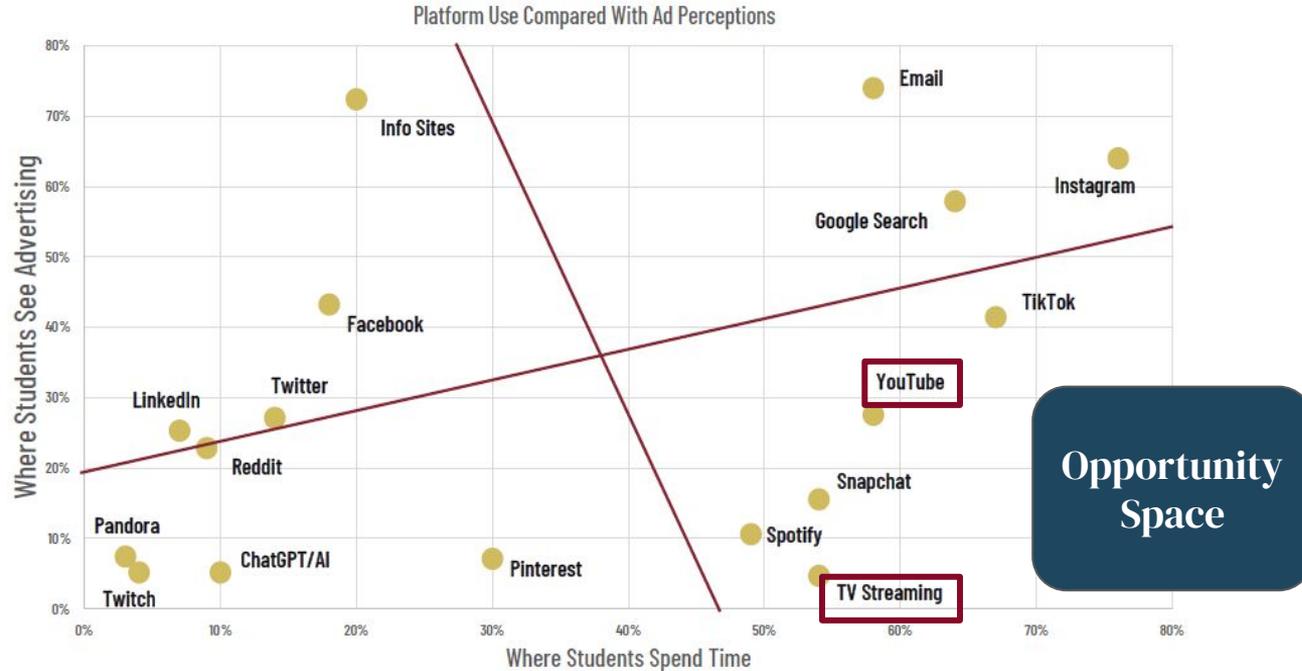
BET+ 

 **tv+** 

Graduating Seniors—College Journey

USE VERSUS AD PERCEPTION

Comparing platform use and ad perception data to create quadrant analysis.



Netflix

- + Recently made widely available to advertisers
- + Access to premium inventory
- + 40M monthly active users globally
- + 50% of new Netflix members choose the ads plan



DRAX (Disney's Real-Time Ad Exchange)

- + Recently made widely available to advertisers
- + Access to premium inventory (Hulu, Disney+, ESPN+, etc.)
- + 157M ad-supported monthly active users globally (112M domestically)



Streaming is the place to be,
but how do we measure
success?

3

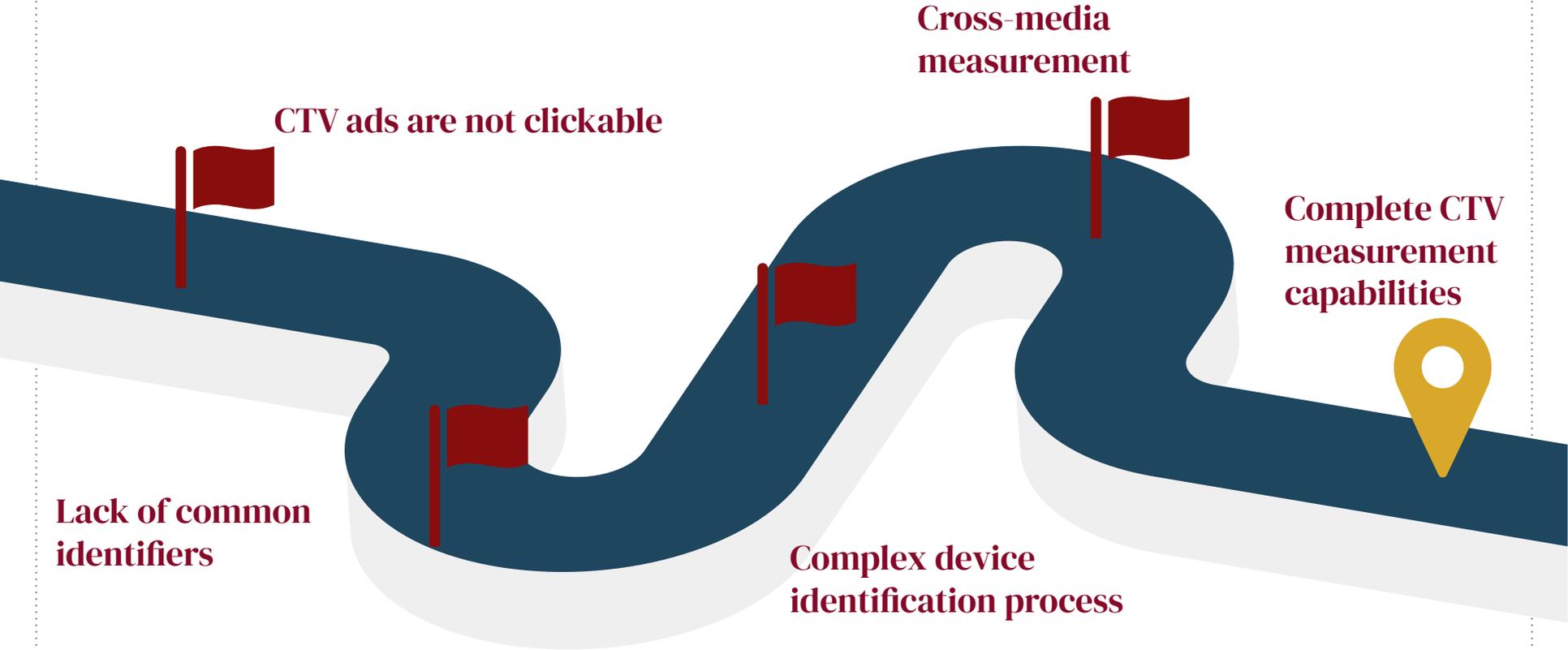
Enhanced Attribution Tracking

- + The Measurement Gap
- + Obstacles to CTV Measurement
- + Carnegie's Approach to Enhanced Attribution



20MM Impressions

Obstacles to CTV Measurement



Lack of common identifiers

CTV ads are not clickable

Complex device identification process

Cross-media measurement

Complete CTV measurement capabilities

20MM Impressions
+ 200 Applications

Now What? Takeaways & Action Items

#1 | Streaming is Here to Stay.

Streaming is now the norm, not the alternative. With cord-cutting and on-demand viewing, students choose when, where, and how they engage. We want to meet them where they're already watching and listening.

What can you do tomorrow?

- + Familiarize yourself with offerings beyond traditional platforms to meet students where they already are
- + Prioritize streaming as a core marketing channel



#2 | Leverage Streaming Enhancements for Marketing Success.

Higher Education institutions have an opportunity to be at the forefront of streaming when tactics have never been smarter, or more accessible. Bridge the gap between brand awareness and engagement by leveraging these emerging streaming tactics and unlocking enhanced attribution for CTV that goes beyond impressions.

What can you do tomorrow?

- + Assess your current streaming inventory
- + Stay agile and experiment with emerging formats
- + Leverage advanced attribution tracking for CTV



Questions & Conversations



Resources



Dive Deeper

[Carnegie's Graduating Seniors Report 2024](#)

Learn More

[Carnegie's Streaming Advertising Services](#)

Explore

[Partner with Carnegie](#)

**Scan the QR code for a 20% discount on a
12-month Conversion Rate Optimization package**





Thank You!

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