

Diversity Series

The Inclusive Screen 2025: LGBTQ+ Americans

A Look into CTV Usage
and Preferences

LG AdSolutions



Study Methodology

Objective:

LG Ad Solutions conducted an online survey in the US to understand general behavior and preferences around TV viewing of LGBTQ+ connected TV viewers.

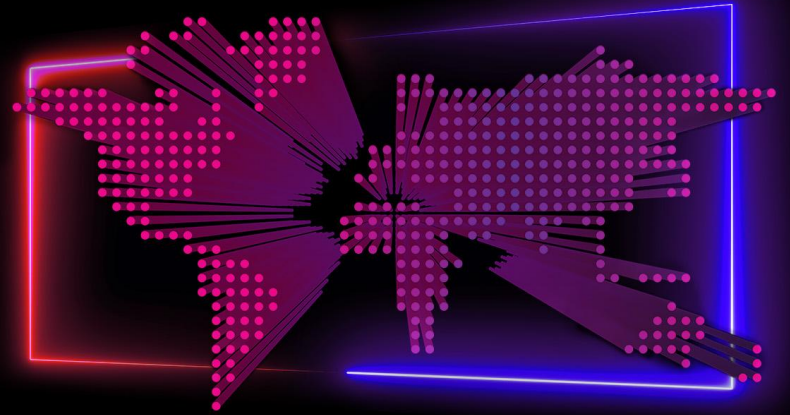
Survey field period:

June 2025

Total Sample:

n = 300 US LGBTQ+ CTV viewers. All respondents were US adults who identify as Lesbian, Gay, Bisexual, Transgender or Queer, with an internet-connected TV (CTV).

Conducted via online panel and representative of US Census by age.



The **Big Shift to CTV** Continues for LGBTQ+ American Audiences

94%

of LGBTQ+ Americans have
an **internet connected TV (CTV)**

Source: Inclusive Screen Series, 2025



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Most LGBTQ+ CTV Viewers **Prefer Streaming** for More Control, Exclusive Content and Easier Content Discovery

57%

of LGBTQ+ CTV viewers

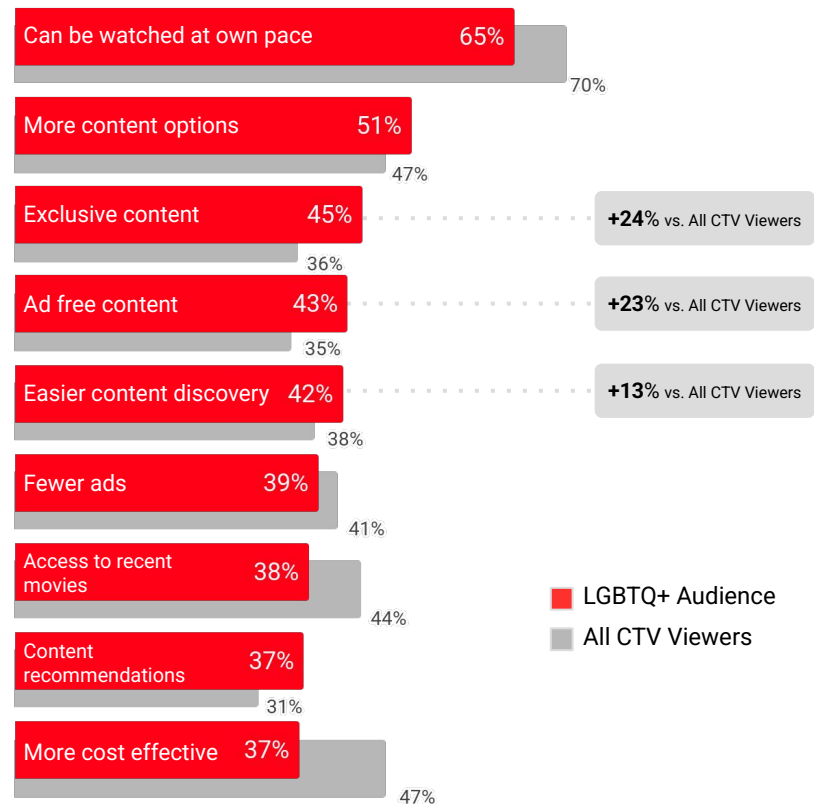
prefer streaming TV

(vs. traditional TV via cable, satellite or broadcast)

*Note: Aided Choices

Source: Inclusive Screen Series, 2025

Top Reasons Why Streaming is Preferred*



■ LGBTQ+ Audience
■ All CTV Viewers

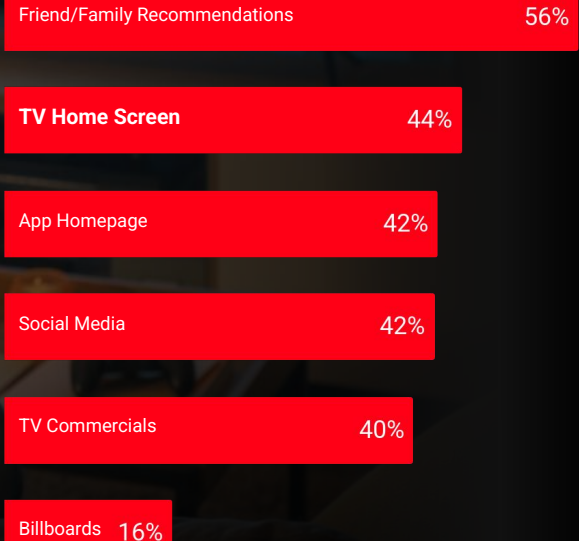
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Content Discovery is a Long Process for LGBTQ+ CTV Viewers that Revolves Around the TV Home Screen

16m 4s

Average estimated time from powering on the TV to watching content

Top Sources to Find New Content*



*Note: Aided Choices

Source: Inclusive Screen Series, 2025

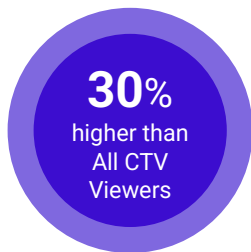
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LGBTQ+ CTV Viewers **Cycle Through Paid Streaming TV Apps** at a Higher Rate

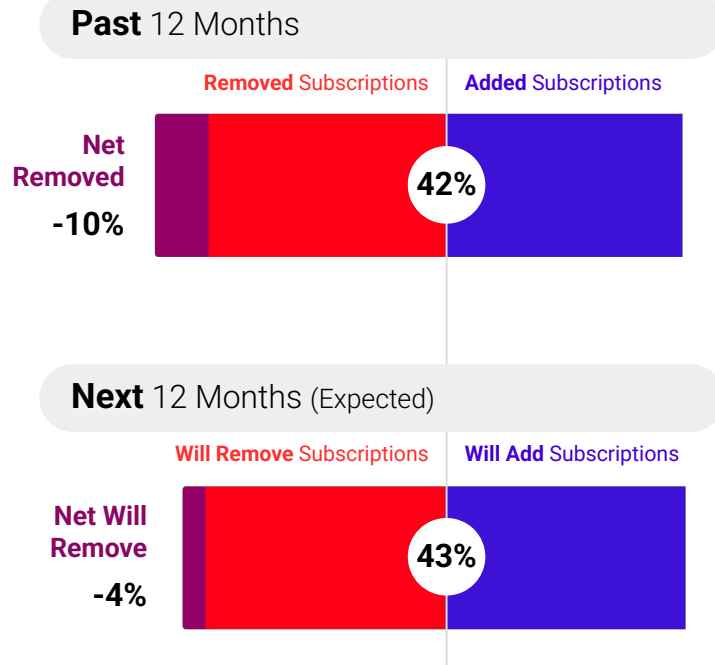


81%

are likely to **sign up** for a subscription service and **cancel after watching** specific content



Change in Paid Streaming Subscriptions



Most LGBTQ+ CTV Viewers Prefer Free Ad-Supported Streaming TV

74%

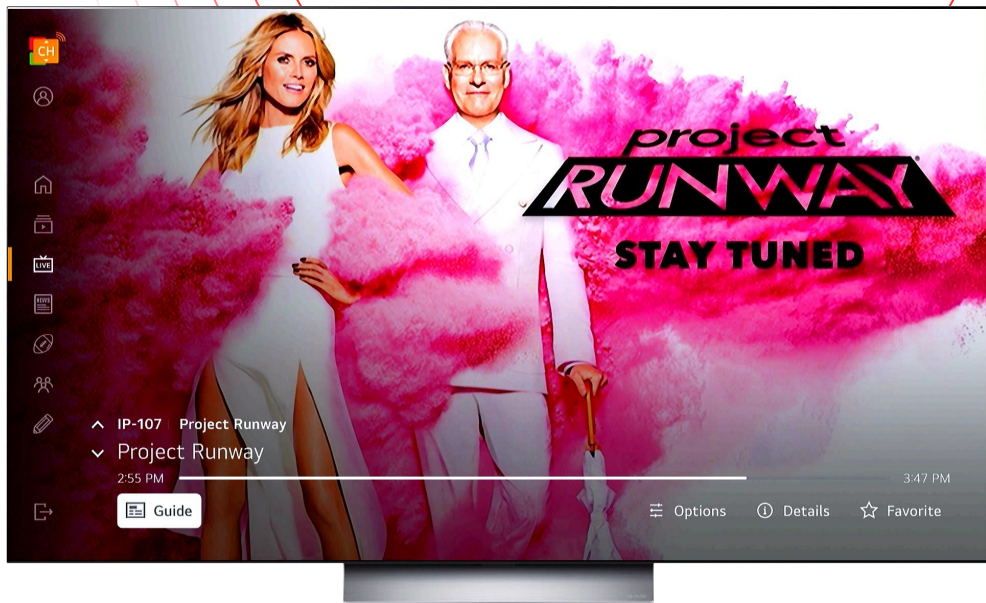
of LGBTQ+ CTV Viewers prefer streaming **free video content with ads** (vs. paid subscription)

11%
higher than
Total

59%

watch free ad-supported streaming for **2+ hours per week**

LG Channels, a free ad-supported streaming TV app, offers LG owners 300+ live TV channels & thousands of movies and shows on demand.



LGBTQ+ CTV Viewers Find **Streaming TV Ads** to be More Relevant and Attention-Grabbing

73%

of LGBTQ+ CTV Viewers feel
streaming TV ads are more relevant*

43%
higher than
All CTV
Viewers

58%

pay more attention to
ads while streaming

67%
higher than
All CTV
Viewers

81% prefer seeing ads that **relevant**
to their interests

77% prefer seeing ads that are **relevant**
to the content they are watching



***Note:** Compared to traditional TV ads
Source: Inclusive Screen Series, 2025

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LGBTQ+ CTV Viewers are Highly Likely to **Multitask** while Watching TV

96%

of LGBTQ+ CTV Viewers multitask with other devices while watching TV

Top Multitasking Activities*

Messaging 57%

Gaming 55%

Shopping 51%

Browsing social media 42%

Streaming other content 38%

*Note: Aided Choices
Source: Inclusive Screen Series, 2025

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LGBTQ+ CTV Viewers are More Likely to Watch and Engage with Media and Ads with **Accurate Representation**

85%

are more likely to **watch a TV show or movie** that accurately portrays people like them

26%
higher than
All CTV
Viewers

82%

believe **content on streaming apps** more accurately portrays people like them*

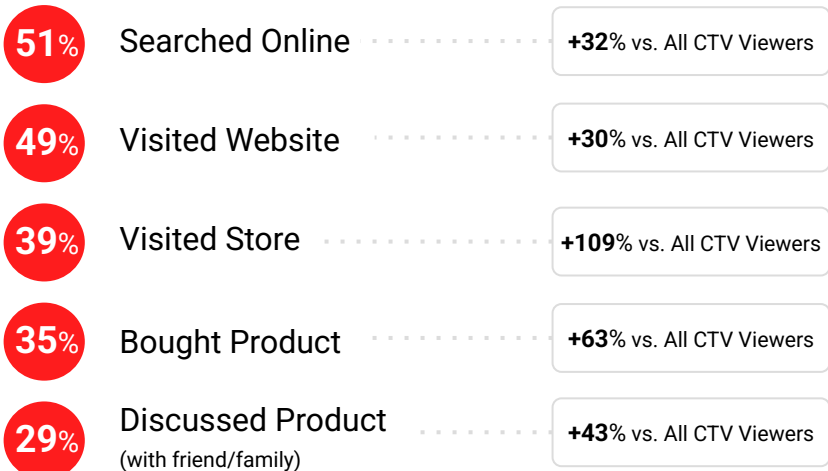
29%
higher than
All CTV
Viewers

*Note: Compared to traditional TV content
Source: Inclusive Screen Series, 2025

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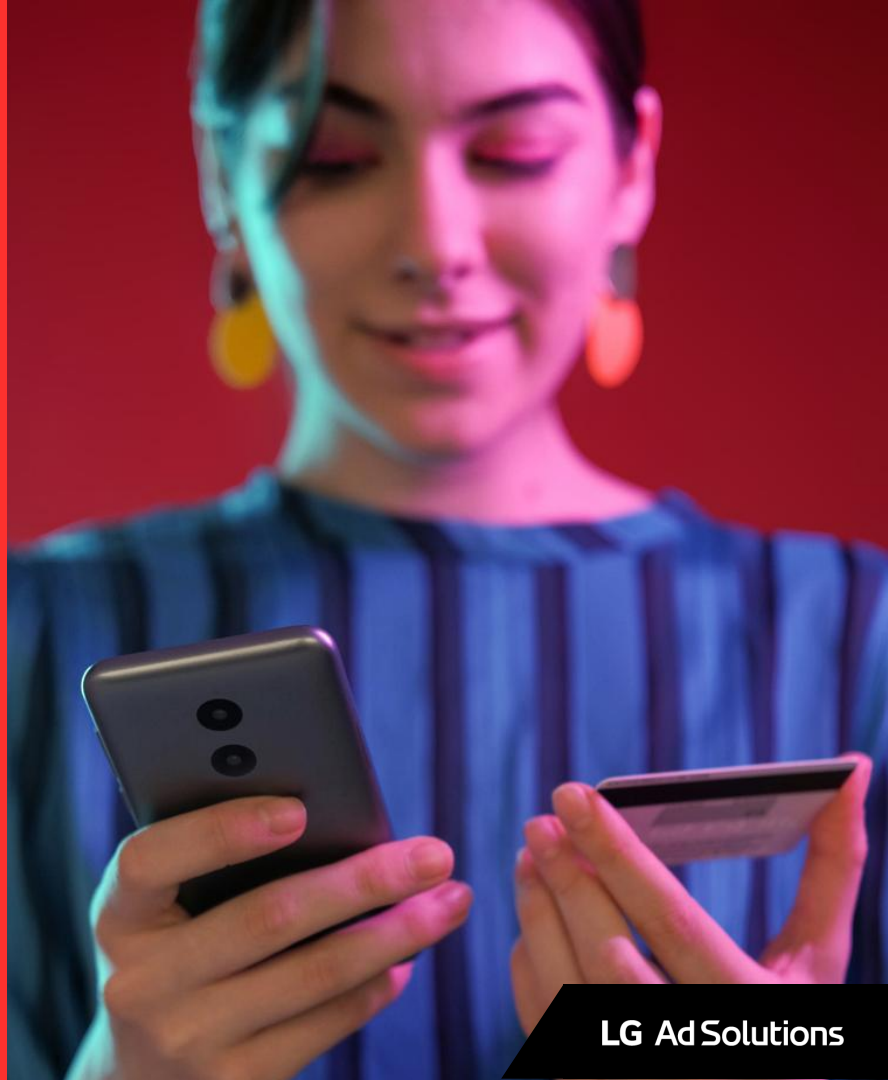
LGBTQ+ CTV Viewers are More Likely to **Take Action & Purchase** after Seeing Ads

Top Actions Taken After Seeing a Streaming TV Ad* (past 12 months)



*Note: Aided Choices

Source: Inclusive Screen Series, 2025



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Recommendations for Implementing an Effective CTV Campaign Strategy with LGBTQ+ Audiences

1 Tap into **Free Ad-Supported Streaming Platforms** to Connect with LGBTQ+ Viewers

With 63% of LGBTQ+ CTV viewers spending 2+ hours weekly on free ad-supported streaming, these platforms are a goldmine for advertisers. **LG Channels**, a leading free ad-supported platform on LG TVs, offers brands a unique opportunity to engage this audience.

2 Prioritize **Authenticity in Ad Creative** to Build Trust and Loyalty

Representation matters. LGBTQ+ viewers are more likely to connect with ads that reflect their identities and experiences. By showcasing authentic and diverse stories, brands can foster deeper connections and resonate with this community in meaningful ways.

3 Use **Advanced Targeting** to Deliver Engaging and Impactful Ads Across Devices

84% of LGBTQ+ CTV viewers prefer ads that are relevant. By leveraging advanced targeting tools like **LG's ACR viewership data** and **household device graph**, advertisers can craft targeted and efficient CTV campaigns across household devices.

4 Incorporate the **TV Home Screen** to Reach Viewers During Content Discovery & Navigation

As LGBTQ+ CTV viewers spend over 16 minutes finding content to watch, **LG's Home Screen ads** provide a premium, static placement that commands attention beyond traditional commercials, ensuring the brand is seen *first* within the viewing session.

LG Ad Solutions is a global leader in connected TV and cross-screen advertising, helping brands find hard-to-get unduplicated reach at optimal frequency across the fragmented streaming TV landscape. We bring together LG's years of experience in delivering world-class smart TVs to consumers worldwide with big TV audience data and Video AI designed to connect brands with audiences across all screens.

Contact us at hello@lgads.tv for more information.

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