

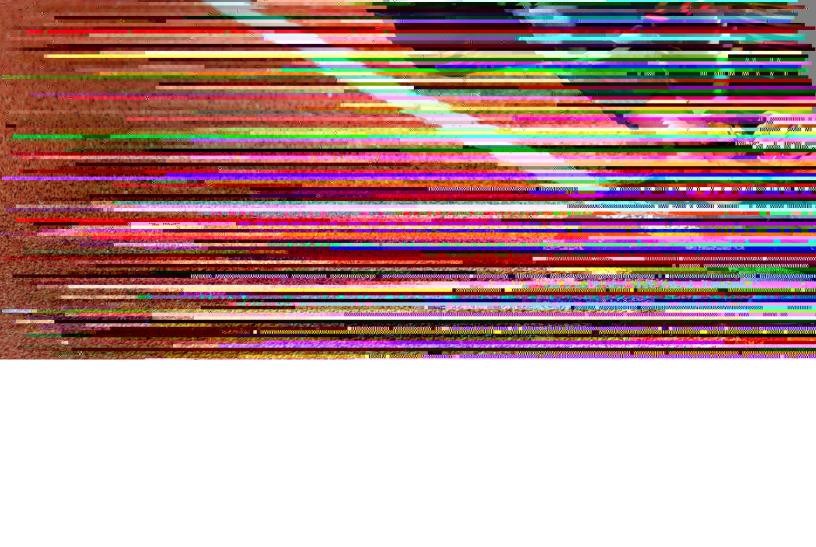
What is CTV:

Connected TV (CTV) is television content streamed over apps and smart TVs, mobile devices, or over-the-top (OTT) devices such as gaming consoles, Amazon Firestick, Apple TV, Roku and other streaming devices. Some examples of CTV services include Hulu, YouTube & YouTube TV, Sling TV, Vimeo, Peacock and many more. Millions of US TV viewers are switching over to connected TV as adoption of streaming i [H Y[i "i kY^W ~kkk WdZ D[j _n"Yedj_dk[i je'] hem" and displace traditional cable TV.

Why You Should Care:

Connected TV ad spend is growing so quickly that forecasters keep revising their estimates. In fact, Insider Intelligence recently raised their 2022 US CTV ad spending forecast from \$17.44 billion to \$19.10 billion — and we know why.





Does it look like programmatic?

It's estimated that by the end of 2022, CTV will account \ehel [h'(+fi e\jej\wf he] hwt c \vj\y1\z[e'\wzif[d\zd]" and one-tenth of total programmatic digital display¹. In many ways, the way you purchase and target for CTV campaigns does resemble programmatic. It allows you to easily replicate your targeting across multiple channels, which is always a positive, especially if oek h['jhod] je'Zhl['\wh\wf d[i i '\dje'\wl [hoi f[Y_Y'' typhof seginf\vii)\wl\v2j

Our most popular CTV segments in 2021





Personalize Your Creative

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