



CRAWL, WALK, RUN

## 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 ^> k& VdZ'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 for 10% of total programmatic digital display<sup>1</sup>. 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 you're targeting specific segments.

## Our most popular CTV segments in 2021





## Personalize Your Creative

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