

# CTV/OTT VIDEO

## Connect with Streaming Devices and Services.



### Extend your reach to a growing audience.

Engage more households through Connected TV, with streaming accounting for 68% of TV viewing versus 28% for Traditional TV.



### Coordinate your digital communications.

Deliver to Connected TVs and OTT services on a timeline that aligns with TV broadcast schedules.



### Target those not yet exposed to your campaign.

Identify and filter viewers who have interacted with your messaging through other mediums.



### Engage during and after TV programming.

Serve during broadcasts then analyze and activate media during discussion periods afterwards.



## Target and Track Your Engaged Audience



### Target based on history and behavior.

Track your communications based on the what your audience has viewed in the past.



### Save money with hyper-accurate targeting.

Target and track across delivery mediums including desktop, mobile devices, and Connected TV screens while only paying for impressions that have been delivered to your intended audience .



### Conquesting and retargeting your audience.

Hone in on which concepts resonate with your audience and your competitor's audience. Retarget consumers who have been exposed to your competitor's marketing.

## Reach Cord Cutters through Connected TV and Over The Top Streaming Services

- Deliver video (unskippable on OTT) as :15 or :30 second commercials.
- Serve directly to the streaming device (CTV) or in brand-safe OTT streaming services.
- 15% of U.S. Cable TV subscribers cancelled their subscriptions in 2020, and 27% plan to cancel in 2021.

