



The Connected TV Opportunity

3 Key Takeaways



1

Linear TV is far from dead, but Connected TV is growing faster

While linear TV still has reign over audience numbers, CTV viewership is growing rapidly with no end in sight. This growth has and will continue to open more ad inventory opportunities for premium audiences.

2

Targeting and Measurement are no longer just about reach and frequency

CTV allows for more niche and in-depth targeting and performance reporting on audiences and their exposure of your advertising, allowing for more accurate measurement and tactical planning for TV strategy in your campaigns.

3

TV is Video is CTV

Linear and CTV share methodology while operating under different measurement and targeting models. As viewers start to gravitate towards CTV, it is essential to bring the two together into a streamlined approach to maximize campaign efficacy. Digital and linear must start speaking the same language in order to achieve more efficient and effective advertising for all.

