

CONNECTED TV

OTT Capabilities to Catapult Your Creative

THE CONNECTED TV OPPORTUNITY

U.S. CONNECTED TV USERS (millions and % of population)

2020	2021	2022	2023	2024
203 MM	208 MM	212 MM	216 MM	219 MM
(61%)	(62%)	(63%)	(64%)	(65%)

-eMarketer, 2020

**103
MILLION
HOUSEHOLDS
HAVE A CTV
DEVICE**

-eMarketer, 2020

CTV BENEFITS



EXPANDED AUDIENCE

Reach multiple co-viewers at once and layer a new device into your media mix



ACCURATE ATTRIBUTION

Cross-device capabilities reach 1st Party retargeting and 3rd Party data segments with CTV inventory



PREMIUM INVENTORY

Engage with in-market audiences in a brand safe environment



MEMORABLE ADS

Fewer ads and less clutter allow your creative message to stick



FULL SCREEN VIEWABILITY

Capture audiences' full attention with limited skipping options

BASIS CONNECTED TV INVENTORY

APPS & NETWORKS



PREMIUM DISTRIBUTORS



CTV SSP

