

Connected TV

Reach today's engaged audiences in the living room big screen like never before.

Use connected TV in conjunction with instream and display to amplify your campaigns.

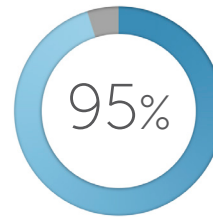
What is Connected TV?

Connected TV (CTV)

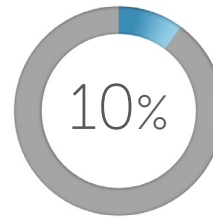
Any type of TV screen that can stream digital video, whether through a built-in Smart TV platform, dedicated streaming device, or game console.

Over-the-Top (OTT)

TV content accessed through the internet, without going through a cable or satellite set-top box. This is not exclusive to TV, but also includes TV content delivered to desktop web, mobile web, and mobile app formats. Watching Netflix or Hulu on a laptop browser is considered OTT.



Average View-Through-Rates



TV Watched on Connected Devices

Source: AppNexus, Dec. 2017

Why Connected TV?

1. Target Key Demographics

Publishers craft deals on a network or channel basis to hone in on age, gender, and behavior among other targets.

2. Reach Audiences Across Devices

SmartTVs, connected devices, and game consoles supported with inventory from Roku, Chromecast, AppleTV, AmazonFire, Xbox, and much more.

3. Seamless Creative Setup and Execution

Use your linear video assets across all devices and operating systems. Videos must be 15 second or 30 second VAST creatives.

4. Access TV-Quality Full Episode Content

Follow your audiences' eye balls and reach them when they are most attentive in front of a big screen television or other connected device.

Connected TV: Sling TV, Discovery, A&E, Turner (CNN), Xumo, Cynogage, etc.

Over-the-Top: Pluto TV, Tubi TV, CrunchyRoll, Chive TV, FreeWheel, etc.

Why Choose Us?

ExactDrive provides access to premium CTV and OTT inventory without minimums, while utilizing industry-leading ad traffic quality and safety tools.

Please email Support@exactdrive.com with questions and inquiries.