

## Local News on Every Screen

ABC Owned Television Stations consists of eight owned-and-operated stations providing live local news.

Available inventory includes pre-roll in short-form content across ABC OTV local sites and apps, as well as mid-roll inventory in live streaming/long-form content on ABC.com and on the ABC app within the eight owned markets.

Live streaming includes local news, weather, and entertainment content which can only be streamed in ABC OTV markets.



**59% of U.S. homes (about 70 million households) now watch streamed content via connected TV devices<sup>1</sup>.**

Audiences are shifting in the way they watch TV — from Gen Z to Boomers — meaning advertisers need to explore other ad-supported viewership platforms, including OTT.

# SpotX is the #1 Video Ad Ecosystem<sup>2</sup>

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Providing ABC OTV inventory across all screens accessible through the Open Marketplace or Private Marketplaces — including Automated Guaranteed.

Stations: LA, Fresno, SF, Houston, Chicago, NYC, Philadelphia, Raleigh-Durham

	<b>Desktop/ Mobile Web</b>	<b>Mobile App</b>	<b>CTV</b>
<b>File Format</b>	VAST 2.0 / MP4	VAST 2.0 / MP4	VAST 2.0 / MP4
<b>Video Length Accepted</b>	:15/:30	:15/:30	:15/:30
<b>Live or VOD</b>	Live	Live	Live
<b>PMP Available</b>	Yes	Yes	Yes

Contact your SpotX or ABC representative today for more information.

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