

Good News for Advertisers

Reuters is the most trusted and influential global news organization with a focus on world events, economy, business and technology.

Reuters TV is breaking news from around the world customized by the user to fit their schedule and interests, delivering live and on-demand content, on any device, online or offline.



According to a recent IAB study, 73 percent of U.S. adults 18+ who typically watch streaming OTT video stated that they watch ad-supported OTT video.¹

From Millennials to Baby Boomers, audiences are shifting in the way they consume news, including across multiple platforms and device types.

Advertisers need to consider a mix of CTV, desktop, and mobile ad-supported content in order to reach today's multi-screen, always-on consumer.

SpotX is the #1 Video Ad Ecosystem²

Providing inventory across all screens accessible through the open marketplace or private marketplaces — including automated guaranteed.

Connecting brands with engaged audiences who have chosen to rely on Reuters to keep them informed on the world around them.



Educated
Professional



Engaged &
Informed



Tech-savvy



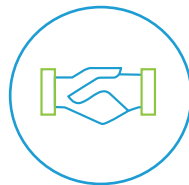
Desktop,
Mobile, CTV



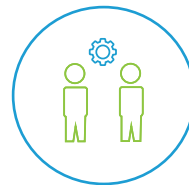
Live



VOD



1:1 Publisher
DIDs



Curated
Marketplaces

Contact SpotX or Reuters today for more information.



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Sources: ¹IAB Ad Receptivity Report and the Ad-Supported OTT Viewer.

² comScore (Video Metrix Report - video ad ecosystem).