

FOLLOW THE AUDIENCE. FOCUS ON CTV.

CTV AUDIENCES CONTINUE TO GROW

CTV audiences have been boosted by the effects of the COVID-19 pandemic. An uncertain economy and people spending more time in their homes have accelerated the adoption of CTV.



PRIMARY BENEFITS OF CTV FOR CONSUMERS:



LOW COST (OR FREE)



WIDE VARIETY OF PROGRAMMING



ON-DEMAND CONTENT

At SpotX, our platform customers represent 97% of premium ad-supported over-the-top (OTT) streaming video providers, enabling us to reach **42 million unique households**.

Over recent weeks, we have seen significant increases in viewership across almost all content genres. Increased viewership combined with CTV's innate ability to deliver on-target audiences makes it the perfect vehicle for either **brand awareness** or highly targeted **performance-based** marketing.

Sources: SpotX Platform (2020), EMarketer (Pay TV 2019), Comscore (OTT Report 2019)

SPOTX
IGNITE

For more information contact your SpotX account manager
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spotx.tv/ignite



CTV FOR BRAND AWARENESS

Brand campaigns keep businesses connected to consumers allowing them to stay relevant, retain mindshare, and be well-positioned to shift back into performance-driven campaigns as the economy stabilizes.

WHY CTV IS A GOOD FIT FOR BRAND CAMPAIGNS:

- **CTV scale has reached critical mass and continues to grow month over month**
- **50% of TV households watch streamed television**
- **One-third of TV households can only be reached by CTV**

The recent uptick in viewership amplifies the rationale for including CTV as a line item on a media plan.



CTV FOR PERFORMANCE

The digital nature of CTV enables every campaign to be transacted programmatically and delivered as an addressable activation. This allows advertisers to utilize CTV to target specific audiences, in specific locations, at specific times – which suits any brand that is actively looking to drive demand from an attributable source.

WHY CTV IS A GOOD FIT FOR PERFORMANCE CAMPAIGNS:

- **On-target delivery** – CTV delivers 100% on-target efficiency, which can dramatically reduce wasted impressions and has the unique ability to allow advertisers to ensure impressions are targeted to high yield audiences.
- **Hyper-local targeting** – CTV can be deployed at the zip code level and to custom geographic areas to match store footprints, operational territories, or congressional districts.

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During a time when media plans need to be fluid and have the ability to react to environmental conditions, CTV provides advertisers with the flexibility to quickly deliver campaigns against either brand or performance KPIs in an efficient fashion.

SpotX is the only single source of supply that can reach 4 out of 5 ad-supported CTV households.