

CTV TV'S NEXT BIG WAVE

A survey of marketers reveals that connected TV (CTV) advertising is reaching new heights.*

Below the Surface: What Is CTV?



CTV refers to programming watched on a television set connected to the internet via a smart TV, external OTT device, or gaming console.

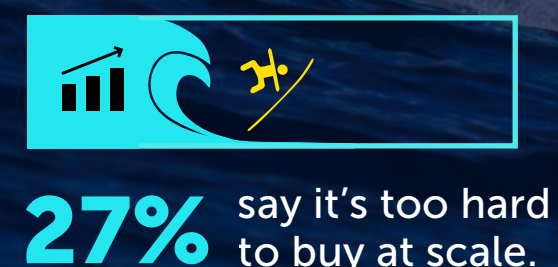
CTV advertising is on a rising tide with marketers...



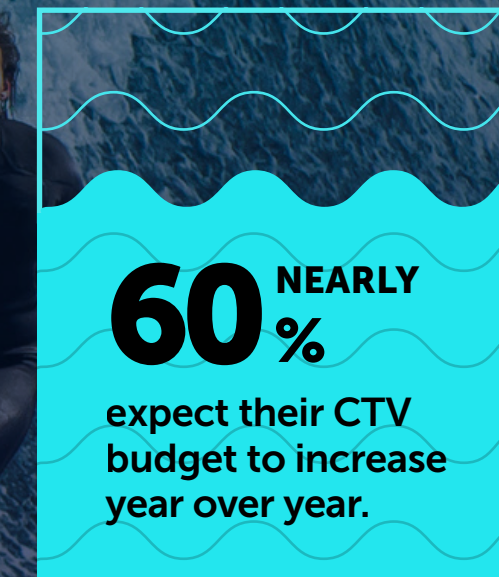
Why? Top reasons stated include:

1. Wide audience reach
2. Sophisticated targeting capabilities
3. Lighter ad loads keep audiences engaged

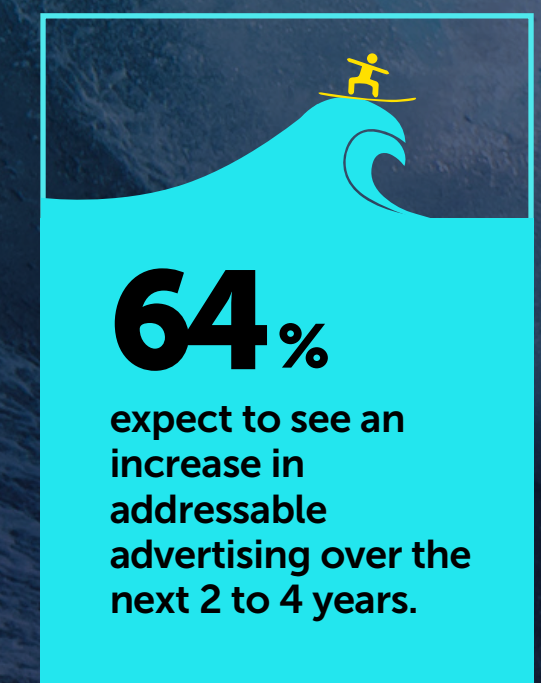
But some are reluctant to get on board with adoption...



Nevertheless, CTV is a sea change most are preparing for...



And addressable advertising will help them ride the wave and precisely target audiences...



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*Based on the results of a survey of over 15,000 leading brand marketers by Brand Innovators and TV[R]EV between June and August 2020.



For a deeper dive into CTV
cdnt.tv/CTVwave

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