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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...

59%

of marketers currently run ads on CTV.

Why? Top reasons stated include:

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

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



32% say CTV is too expensive.

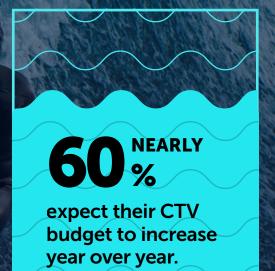


28% say it's too difficult to measure.



27% say it's too hard to buy at scale.

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



72% :::

say that CTV will be critical in reaching brand audiences over the next 2 to 5 years.

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



64%

expect to see an increase in addressable advertising over the next 2 to 4 years.

*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.

