

# Advanced TV Has Reached Critical Mass Driven Mainly by Audience Targeting

ADVERTISERS ARE ALREADY MAKING A **SIGNIFICANT INVESTMENT** TO ADVANCED TV OPPORTUNITIES



## 56%

OTT/Connected TV



## 44%

Programmatic Linear TV



## 40%

Addressable TV



## 35%

Data-Enabled Linear TV



## 32%

Set-Top Box VOD

**“TARGET-ABILITY,  
DATA-DRIVEN AUDIENCE  
SPECIFICITY, TONS  
MORE DATA POINTS** make  
digital video advertising  
appealing”

- *MARKETER, STRATEGIC EXECUTIVE*

## WHAT'S DRIVING THIS INVESTMENT?

### #1

Audience Targeting

### #2

Cross Screen Planning/Buying

### #3

Addressability