

CONNECTED TV REPORT

CTV is the next big thing...and happening now. The pandemic has accelerated consumer exploration of alternatives to legacy broadcast and cable. Smart TV interfaces, standalone streaming devices - Roku, Amazon Fire TV, Chromecast, or Apple TV -, as well as connected video game systems and Blu-ray players all offer viewers alternatives to the traditional TV experience. And as we see in our VAC, UpFront, and custom studies, advertisers are expecting to continue to shift dollars away from legacy TV. The CTV Report offers a detailed study of the TV, video, and digital buyers changing attitudes and behaviors - how they will spend their money in CTV and how they view the leaders, contenders, and emerging CTV brands.

BRANDS MEASURED

Subject to Change

DSPs

- Amazon DSP
- Amobee
- FreeWheel
- Google Display & Video 360
- Oneview by Roku
- Samsung DSP
- SpotX
- The Trade Desk DSP
- Verizon Media DSP
- Xandr Invest

OEMs/Devices

- Amazon Fire
- Apple TV
- Google Chromecast
- LG Ads
- Roku
- Samsung Ads
- Sony Playstation
- Vizio Ads
- Xbox

Streamers, vMVPDs

- Crackle
- Discovery+
- FuboTV
- HBO Max
- Hulu
- IMDb TV
- Paramount+
- Peacock
- PlutoTV
- The Roku Channel
- Tubi
- Univision Prende
- Vevo
- YouTube CTV App
- YouTube TV

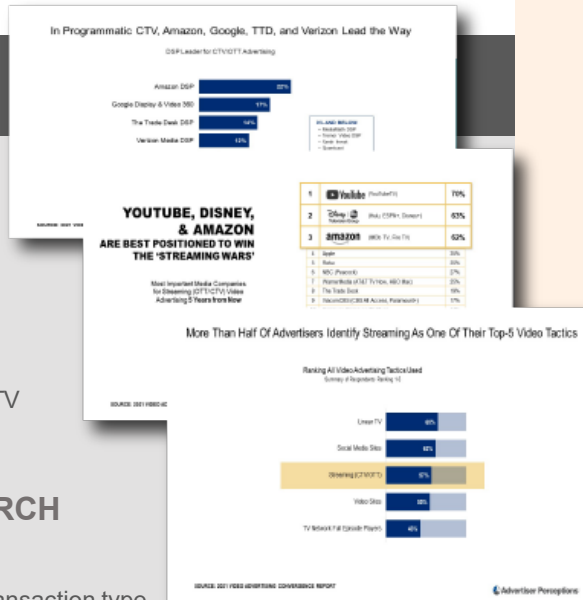
Report Overview

RESPONDENT QUALIFICATIONS

- Manager and above job title
- Involved in digital video and tv decision making
- Mix of agency/marketer
- Analysis groups include CTV advertisers, primary TV vs. primary DV decision makers and loyal/frequent CTV planning to increase spend

TOPICS COVERED BY OUR RESEARCH

- CTV ad budget by channel type
- Past 12-month CTV spending by platform type, transaction type
- Impact of depreciation of third-party cookies and Ad IDs on CTV spending
- Most important KPIs when evaluating CTV campaigns
- Benefits and challenges of buying CTV programmatically
- Market leadership, past 12-month usage/purchase and next 6-month consideration for streamers, vMVPDs, DSPs and OEMs
- Selection criteria ratings for leading streamers, vMVPDs, DSPs and OEMs
- And much more...



WHAT
ADVERTISERS
THINK

 **Advertiser Perceptions™**



**GAIN CONFIDENCE IN EVERY
BUSINESS DECISION YOU MAKE**

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

AdvertiserPerceptions.com

Twitter.com/adperceptions

Linkedin.com/company/advertiser-perceptions

Info@AdvertiserPerceptions.com

212.626.6683

Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or info@AdvertiserPerceptions.com.