

OTT/CTV:

COMBINE THE IMPACT OF TV WITH
THE PRECISION OF DIGITAL

With advanced targeting capabilities, measurable performance metrics, and the ability to reach cord-cutters, CTV and OTT advertising empower you to connect with highly-engaged audiences more effectively than traditional linear TV.

OTT STREAMING SERVICES

OTT (over-the-top) refers to the **delivery method of video content streamed over the internet**, bypassing traditional cable or satellite providers.

CRACKLE hulu NETFLIX
sling tubi xumo

DEVICES

CTV (connected TV) refers to the **physical device** that delivers the video content.



Desktops
Laptops



Phones
Tablets



Smart
TVs



Streaming
Devices



Game
Consoles

CONNECTED TV (CTV)

112.9M

41.6% of the US population, or 112.9 million people, will have cut the cord by 2026.

254M+

Over 254 million people in the US - nearly 75% of the population - watch OTT video.

CONTENT

- Utilize your existing television assets or make new ones
- Place the same as you would in a TV spot
- :15 and :30 spots available



CTV ADVERTISING OPTIONS

STANDARD CTV

CTV advertising delivers non-skippable, immersive video ads within streamed content across on a number of different connected devices. Advertisers benefit from advanced targeting options, such as geographic, demographic, and intent-based targeting, as well as addressable geo-targeting. Additionally, CTV advertising provides access to premium inventory, ensuring high-quality ad placements that resonate with viewers.



TARGETING CAPABILITIES:

- Geographic
- Intent Targeting
- Demographic
- Addressable Geo

Cross-device targeting is available for multi-tactic campaigns.

HYPERLOCAL CTV

Hyperlocal CTV advertising is a linear buy alternative, which offers only zip code-level targeting. This is a more affordable option compared to standard CTV buys.

It is a smart alternative for repurposing TV budgets during high-demand periods.



TARGETING CAPABILITIES:

- Zip code targeting only

HYPERLOCAL CTV PREMIUM

Hyperlocal CTV Premium offers the same zip code level targeting as hyperlocal CTV, but delivers it to high-quality, premium inventory on channels like **ESPN**, **Hulu**, **Paramount**, **Roku** and **SlingTV**.*

sling **Roku** **hulu** **ESPN**



TARGETING CAPABILITIES:

- Zip code targeting only

*The channels and platforms mentioned are representative examples of premium inventory where ads may appear. Actual ad placement is subject to availability and may vary. We do not guarantee that ads will appear on any specific channel or platform.

REPORTING

Transparent reporting enables online and offline conversion attribution for CTV advertising. Monitor performance with visibility into the following areas.



**Multi-Location
Conversion
Reporting**



**Device-Level
Reporting**

+4

**Zip+4 Level
Reporting**



**Keyword-Level
Reporting**

100+

**100+ Unique
Variables**