

CONNECTED TV ONE SHEET

CTV is a subset of OTT. A large TV screen that is connected to the internet, either directly (like a Smart TV) or through a gaming console or streaming device (e.g. Apple TV, Roku etc.). Video content is delivered to a TV screen, via the internet. A media buy of CTV inventory can generally be assumed to be running in a large screen format.

Key Opportunities

1. Consumers continue to want to watch their favourite shows on the big screen but, with more options for accessing content, they are shifting away from traditional broadcast environments. CTV provides an opportunity to follow and reconquer these audiences on new, accessible viewing platforms, offering **more personal, lean-forward engagements** while capitalising on the big screen feel of traditional lean-back environments.
2. With **data-driven ad inventory**, CTV opens up a whole new audience-based world for marketers.
3. **Tailored creatives**. Through greater targeting capabilities, CTV allows us to personalise ads with the relevant message for specific audiences. Additionally, ads can be placed contextually around the video stream or as an overlay.



Measurement Considerations

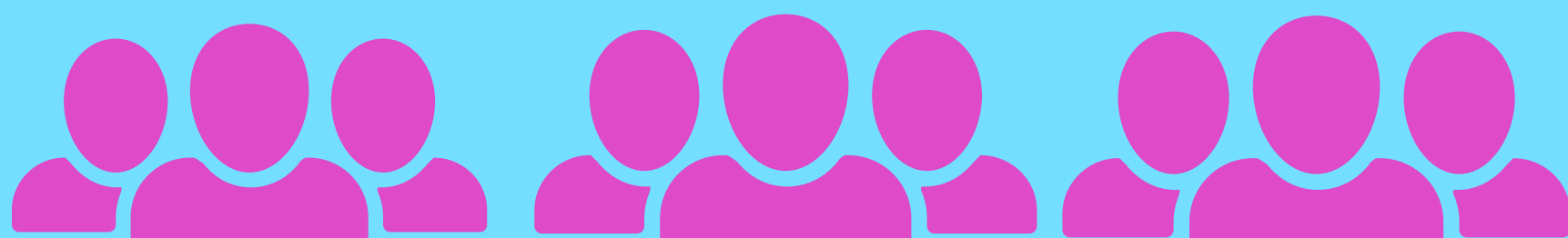
1. **Partnerships** can be formed with CTV providers, exposure tracking companies, and measurement companies to link passive household exposure to brand or sales outcomes.
2. **Media consumption metrics** or **opportunity to see** can be used to model the probability of CTV exposure where actual exposure tracking is not possible.
3. For substantial spend, **additional analytics** can be used to model the incremental impact of CTV based on various datasets (such as survey, sales, and media spend/delivery data), to understand total ROI.
4. More custom approaches can be developed with **purpose-built passive exposure tracking panels** (e.g. using mobile metering).
5. **Live recruitment approaches** may also be possible in some markets where technology is available to support this.

Key Challenges

1. **Scale** - While fast-growing, CTV is still reasonably nascent and is often considered as lacking scale. CTV inventory pools have also been very siloed which means they're limited.
2. **Fraud**- Between 2020 and 2021, CTV ad fraud spiked by 70% and last year it was estimated that about 15% of traffic to Programmatic CTV was invalid.
3. **Measurement & Attribution** - CTV lacks an umbrella approach to measurement across the board. Being perceivably more brand-led, due to the initial cost, it influences the direction of any measurement development. Currently there is no proper distinction from both linear TV and more traditional Online Video measurement.

Solutions

1. **Scale** - With audience fragmentation, it is important for advertisers to consider incorporating CTV in their media mix to build scale and ensure they reach these audiences of cord-cutters and cord-nevers. There are now greater opportunities to access and address very specific audiences, particularly through the private marketplace and programmatic guaranteed transactions. This could also benefit smaller advertisers looking to reach smaller and more targeted audiences.
2. **Fraud**- High CPM and demand attracts fraudsters. Server Side Ad Insertion (SSAI) makes it harder to detect. Validated IDs reported in app-ads.txt by both media owner and app-store in which transaction take place can drastically reduce spoof inventory. There are a number of technology vendors that can help in combating CTV fraud by early detection and removal of fraudulent activities. Collaboration and transparency should play a key role in keeping CTV safe.
3. **Measurement & Attribution** - A key challenge posed by CTV measurement is that there are no holistic views across ad-supported video-on-demand services. There is also no standard or universal approach to measuring CTV. Some traditional broadcasters are working hard to more efficiently measure CTV and initiatives like C-Flight and Project Origin in the UK could help to better understand de-duplicated reach, attribution and frequency management.



For more information about CTV, check out IAB Europe's latest [Guide to Connected TV](#).