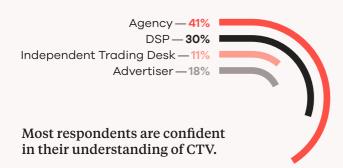




# **Opportunities & Challenges of CTV**

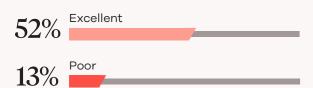
In order to understand the buy-side drivers, challenges and adoption of CTV advertising as a media buying option in a changing TV landscape across Europe, Xandr and IAB Europe conducted a short poll in Q1 2020.

# **Respondent Profile**



have 6+ years' experience working in digital advertising.

How would you describe your understanding of CTV?



How do you rank CTV when it comes to your media selections?

Low — 53% High — 47%

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While they don't currently spend significantly on or prioritize CTV, they see great opportunity over the next two years.

currently dedicate

<10% of their total

ad spend to CTV.



opportunity to increase spend in CTV over the next 18-24 months.

Over the next 18-24 months will your planning/spend of CTV...

89%



Of those increasing, how much will you increase spend by?





#### **CTV Investment**

The majority will consider increasing investment in CTV because of its targeting efficiency.

#### **Key Drivers**



Targeting efficiencies



Delivery of TV advertising campaigns at scale



Gain competitive advantage



Data insight



Complementing the media mix

#### **Key Barriers**



Lack of supply



Lack of understanding the ecosystem



Availability and quality of data



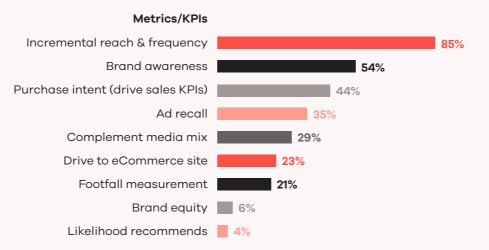
Lack of large audience scale



Lack of standardized identifiers

# **CTV Campaign Measurement**

Upper funnel campaign metrics are important to how buyers measure success of CTV ad campaigns.



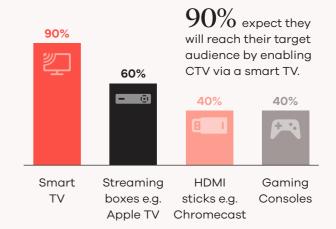
### **CTV Education & Execution**

Buyers would benefit from education on how CTV operates within the media ecosystem, across devices and compared to linear TV.

While 58% think CTV can help differentiate campaign outcomes vs traditional TV, 36% of respondents did not and 7% were not sure.



How do you expect to reach your target audience?



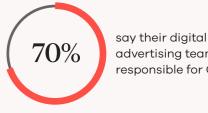


say cost efficiencies compared to linear is a key driver for considering or increasing investment in CTV.

## **Buy-Side Team Dynamics**

The majority of digital buy-side teams combine CTV and digital responsibilities.

They are confident in their understanding and execution of CTV advertising.



advertising team is responsible for CTV.

What are the key barriers to considering or increasing investment in CTV?

