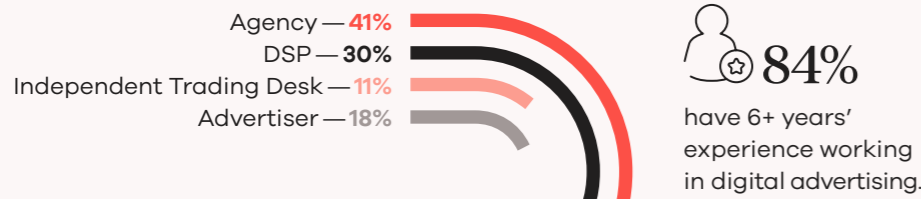


Opportunities & Challenges of CTV

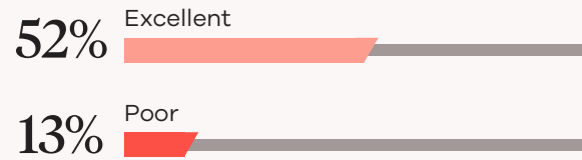
In order to understand the buy-side drivers, challenges and adoption of CTV advertising as a media buying option in a changing TV landscape across Europe, Xandr and IAB Europe conducted a short poll in Q1 2020.

Respondent Profile

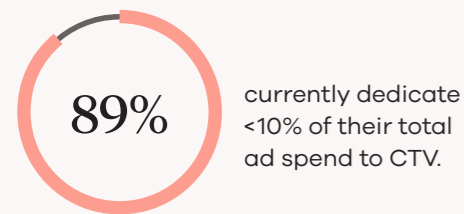


Most respondents are confident in their understanding of CTV.

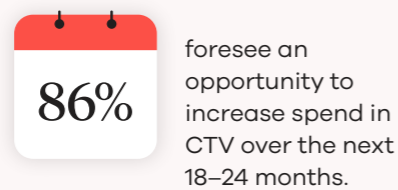
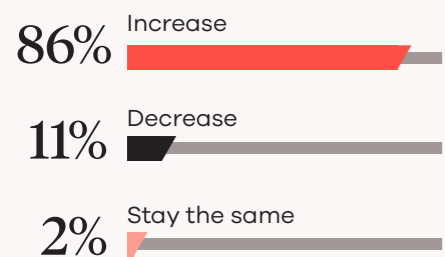
How would you describe your understanding of CTV?



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



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

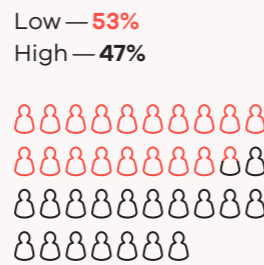


Of those increasing, how much will you increase spend by?



84% have 6+ years' experience working in digital advertising.

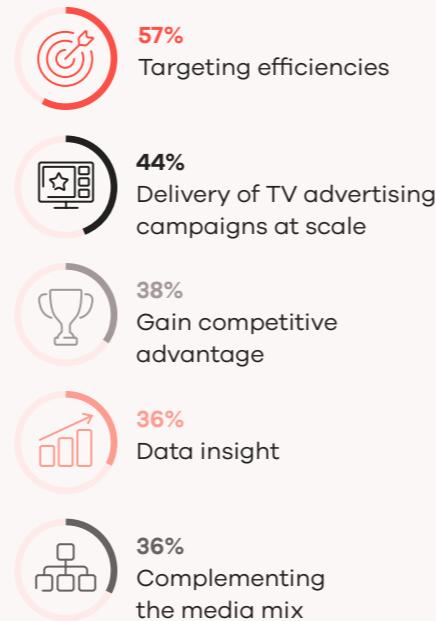
How do you rank CTV when it comes to your media selections?



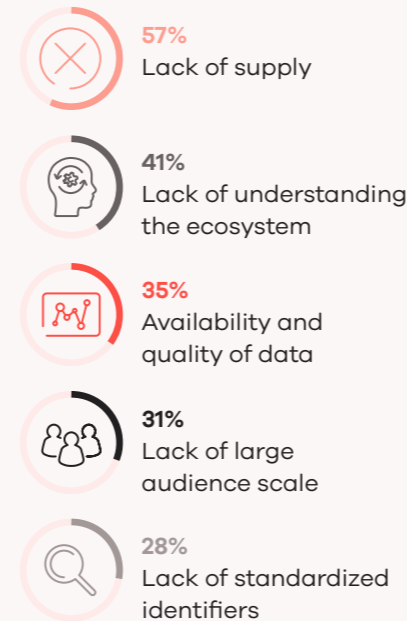
CTV Investment

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

Key Drivers

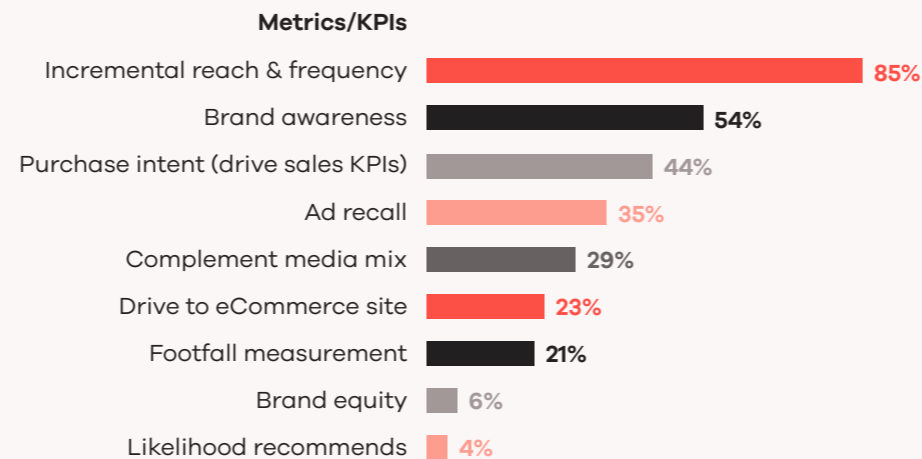


Key Barriers



CTV Campaign Measurement

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



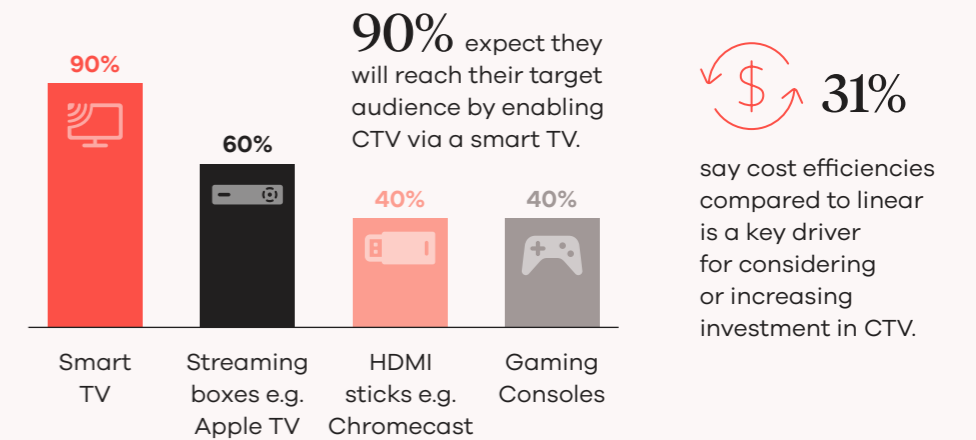
CTV Education & Execution

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.

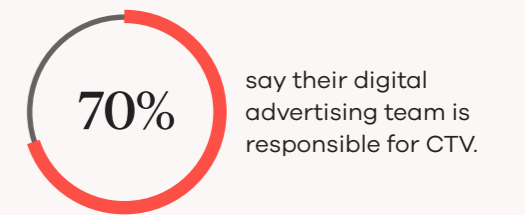


How do you expect to reach your target audience?



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.

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

