

Reach the streaming TV audience with digital precision and impactful ads



## Connected TV

**80% of US households** have at least one connected TV device.<sup>1</sup>

Connected TV has quickly secured its place in the mainstream of the television business. With hundreds of studios, networks and platforms for consumers to choose from — quite simply its where consumers are now. In fact, 40% of adults in the US watch content on a connected TV daily.<sup>2</sup>

### Target A Shifting Population

Our Connected TV advertising solution helps you connect with the modern television audience by providing personalized, measurable brand moments across premium content on every major streaming device and app. Deliver personalized advertising to your modern TV watching audience across premium inventory, including live sports and entertainment.

### Make A Memorable Impression

A 30-second advertising format using sight, sound, and motion produces stronger ad recall and brand perception. We deliver non-skippable, full resolution ads for greater efficiency and higher completion rates.



## Realize The Impact

Transparent reporting combines traditional and digital metrics uncovering which inventory sources perform best, plus impact studies tracing in-store traffic.

### CONNECTED TV EXAMPLE METRICS

 **98.6%**  
VIDEO COMPLETION RATE

 **8:00 PM**  
PEAK RESPONSE TIME

 **6.2%**  
TRAFFIC LIFT

## Trust Our Quality & Viewability

Run across premium, brand safe inventory and apps including, AppleTV, Roku, Discovery, CBS, Fox and more.

<sup>1,2</sup> Leichtman Research Group



Find out how to engage the modern consumer with Connected TV.

Call **1.800.351.3843**  
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