

## PRODUCT INFO

# Streaming TV

TV's impact. Digital precision.

Reach users on all of their screens as they view live or on-demand programming through any connected device.



## DETAILS

Streaming TV allows your commercial to be served across ALL DEVICES and is broken down into the following two categories:

- **Large Screens:** these are Smart TVs or TVs that are connected to the internet via a gaming console, puck, stick or dongle (Xbox, AppleTV, Amazon's FireStick, Roku, and others).
- **Small Screens:** these are all other devices (mobile, tablet, and desktop) where a user is watching TV programming.

## BENEFITS

All TV buying needs in a single platform.

- Robust targeting
- Data-driven decisions
- Ad experience control
- Cross-device attribution
- Brand-safe environment
- Impactful insights via updated reporting

### Increase your reach & results with Streaming TV

In 2023, [40% of US adults](#) increased their viewing time on free, ad-supported streaming services.

[More than half \(55%\) of surveyed consumers](#) are likely to view an ad through the end if it's contextually appropriate and related to the streaming content they're engaging with.

[67% of users](#) said they would prefer watching CTV ads relevant to the content they're watching.

[43% of users](#) looked for a product after viewing a CTV ad. One-third have visited an advertiser's website, and 1 in 5 have actually purchased a product after seeing a CTV ad.

Only MP4 files are allowed for CTV ad placements with a length of 15 or 30 seconds. A bitrate of 22.5 mbps is recommended.

