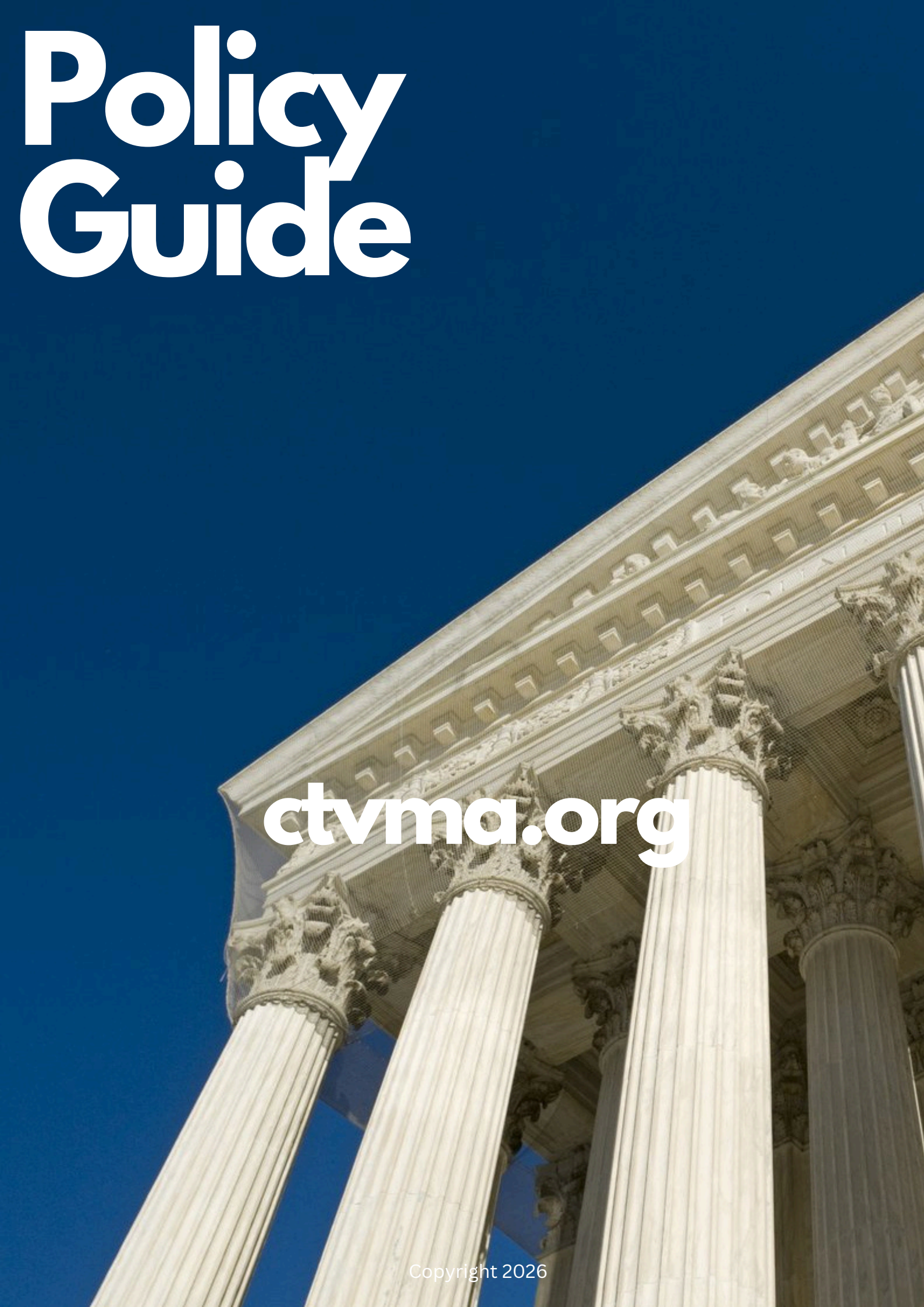
Policy Guide



ctvma.org

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WFA
World Federation of Advertisers


IAA
INTERNATIONAL ADVERTISING ASSOCIATION


ANA

egta


ISBA
ADVERTISING ASSOCIATION


FCC


BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD


iab. member
TECH LAB


Media Rating Council, Inc.


Advertising Council Australia


SMPTE


CTA
Consumer Technology Association, producer of CES®

Table of **Contents**

ABOUT CTVMA 04

CTVMA PUBLIC POLICY 5

ADVOCACY & INDUSTRY 6

COMPLIANCE & REGULATION 08

TRANSPARENCY & AD FRAUD 10

PRIVACY & DATA PROTECTION 12

BROADCASTING ACCESS 13

MEASUREMENT & STANDARDS 15

Our Company



The Connected TV Marketing Association (CTVMA) is the global industry trade body of the advertising, media and entertainment sector, established to educate industry professionals in the commercial opportunities of Connected TV platforms. The CTVMA is an international body with members throughout the UK, Europe, Australia, Asia, Canada, and the USA.

The benefits enable different levels of participation, organisational leadership roles, marketing opportunities, product endorsements and certification programs. These different benefits allow companies and individuals to choose the membership level that best suits their business strategy and objectives.

As a policy member you will gain access to the latest industry developments and most up to date advice from leaders of our industry.

Jay G. Hay.

Founder, Chairman

CTVMA **Policy**



The CTVMA Constitution was drafted by industry leaders, including Samsung, Accedo, Brightcove, Netgem and BBC Worldwide, to promote media investment on CTV platforms. The constitution's principles are based on fostering open industry platform standards for smart TV home screens. These standards aim to create a unified, accessible ecosystem for media, entertainment and advertising on CTV devices.

The CTVMA promotes a balanced environment for broadcasters, publishers, and advertisers. This collaborative effort aims to increase media investment by providing brands and agencies with reliable tools and metrics, enhancing user experience and facilitating innovation in the CTV advertising ecosystem.

With the rise of CTV devices, AI and advanced advertising technologies, ensuring consumer data is protected is paramount. Our constitution advocates for adherence to privacy laws and consumer consent protocols, supporting the implementation of clear privacy policies across devices.

Advocacy Industry



The CTVMA offers a wide range of advocacy services for advertisers, broadcasters, streamers, and platforms, addressing key compliance and regulatory issues that impact the CTV ecosystem. By aligning with global and regional regulations, which affect data privacy, ad transparency, content standards, and market competition. The association actively engages with regulatory bodies to ensure members are up-to-date with evolving rules around consumer data protection such as GDPR in Europe and the California Consumer Privacy Act (CCPA).

We work with bodies and our members navigate regulations on targeted advertising, making sure that advertising practices comply with identity verification standards. This is particularly crucial for platforms and broadcasters operating across various jurisdictions where different regulatory issues apply.

We advocate innovation by ensuring access to the smart TV ecosystem. Through our advocacy efforts, CTVMA supports a balanced ecosystem where developers, advertisers and content providers can achieve global best practices







Advocacy **Services**

Regulation, privacy, and compliance on smart TV devices are critical to ensuring consumer protection, data security, and adherence to advertising standards, fostering trust between users, content providers, and advertisers.

Regulation

Privacy

Compliance

Policy **Compliance**



CTVMA policy compliance is essential for its members as it ensures that all participants adhere to industry standards and regulations critical to the rapidly evolving connected TV ecosystem. Members, including advertisers, broadcasters, streaming platforms, and technology providers, must follow the association's guidelines to promote transparency, fair competition, and ethical practices across the media and entertainment landscape.

Compliance with CTVMA policies helps safeguard consumer privacy, ensuring that data collection and usage are aligned with global privacy laws, such as GDPR and the CCPA. This fosters trust between businesses and consumers, crucial in maintaining user engagement on smart TV devices.

CTVMA compliance supports the development of open and accessible markets, where apps and services are granted fair prominence on smart TV home screens and in app stores. By creating a level playing field, the association encourages innovation and diversity in content offerings, benefitting both consumers and businesses.

Policy **Regulation**



The CTVMA plays a vital role in advocating for favourable public policy dialogue with regulators on behalf of its members, which include advertisers, broadcasters, streaming platforms, and technology providers. By engaging directly with government bodies and regulatory agencies, ensures that regulatory frameworks are adapted to the unique needs of CTV, fostering an environment that encourages investment and technological advancement.

Through continuous dialogue, the CTVMA helps regulators understand the dynamic nature of CTV home screens, including the importance of user privacy, data security, and fair competition in the marketplace. We emphasise the need for policies that promote transparency and consumer choice, particularly concerning the prominence of apps and content on smart TV home screens.

The CTVMA champions balanced regulations that foster competition, allow for diverse content and commerce offerings on home screens to promote a sustainable digital advertising future.

Dispute **Resolution**



The CTVMA's public policy dialogue with regulators provides an essential forum for dispute resolution and mediation on policy conflicts between its members and third parties. As an advocate for the connected TV, streaming, and media sectors, the CTVMA encourages the resolution of disputes through consensus-building and mediation rather than litigation.

This process benefits both members and third parties, as it fosters a collaborative approach to solving regulatory conflicts, ensuring that all voices are heard, and that the final outcomes are mutually beneficial. The CTVMA works with stakeholders to develop best practices and policy solutions that align with the industry's needs while adhering to legal and ethical standards.

By engaging in dialogue with regulators, the CTVMA helps to facilitate understanding of the evolving technological and business landscape, offering guidance on potential compromises and regulatory frameworks that promote innovation without stifling competition.

Transparency **Ad Fraud**



Data transparency is crucial in reporting connected TV (CTV) impressions, streaming audiences, and sharing contextual data across trading desks to prevent ad duplication and invalid traffic in the bid stream. With the complex digital advertising ecosystem, advertisers need access to accurate, real-time data to measure the effectiveness of their campaigns.

Without proper transparency, there's a heightened risk of discrepancies in reported impressions, leading to over-reporting or under-reporting of ad views. This can result in wasted ad spend or missed opportunities for engagement.

Invalid traffic, complicates the process, making it imperative for trading desks and publishers to implement stringent verification measures. By ensuring transparent reporting, advertisers can optimize their campaigns, maintain accountability, and safeguard the bid stream.

Transparency is crucial for accuracy because it ensures that data is openly shared and verified, allowing for precise measurement, reducing discrepancies, and fostering trust between stakeholders.

Privacy & Data



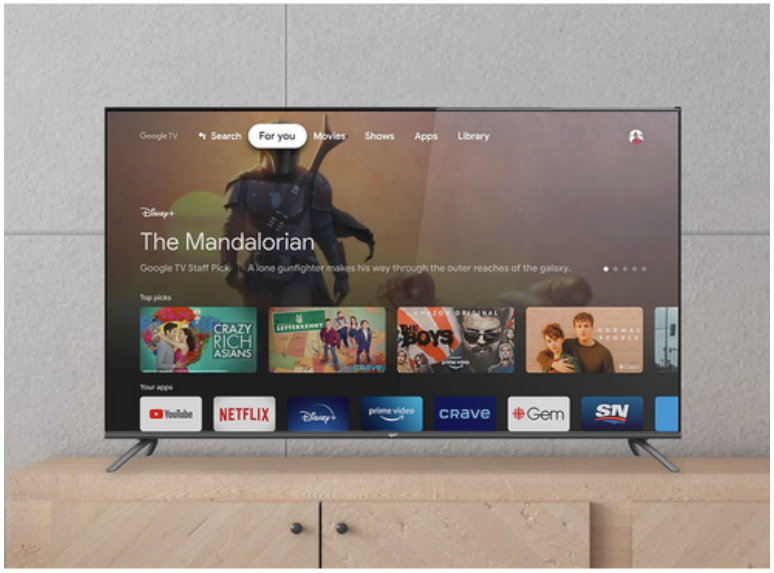
- Trust and Compliance: Ensuring privacy in CTV advertising is critical for maintaining consumer trust and adhering to global data protection regulations, such as GDPR and CCPA.

- Targeting Efficiency: Proper handling of data allows advertisers to create more relevant, personalized ad experiences without compromising user privacy, leading to better campaign performance.

- Legal Risks: Robust privacy measures reduce the risk of regulatory penalties and legal challenges, ensuring that data collection and usage practices meet industry standards.



Broadcast Access



- Visibility and User Engagement: Ensuring broadcast services are prominently accessible on Smart TV home screens and app stores increases visibility, driving user engagement and higher adoption rates.

- Choice and Flexibility: Easy access to a range of broadcast services allows consumers to explore a variety of content, ensuring that public and commercial broadcasters can compete fairly within the platform.

- Fair Competition: Prominent placement of apps on home screens and in app stores ensures a level playing field for broadcasters, enabling equal opportunities for all services to reach audiences without favouritism or monopolisation.



Currency **Standards**

The CTVMA supports open and standardised measurement currencies for Total TV viewing on connected streaming devices, aiming to ensure transparency, accuracy, and fairness in the advertising ecosystem. The growing complexity of multi-device viewing requires unified metrics that capture all types of audiences across platforms, enabling advertisers and broadcasters to make informed decisions based on reliable data.

We support the adoption of industry-wide measurement standards that offer a true representation of viewer behaviour, including metrics on reach, impressions, and engagement.

CTVMA also supports post-campaign analysis, reports focus on KPIs such as return on investment (ROI), audience reach, and ad frequency across various platforms. The use of a consistent measurement framework helps in comparing the performance of connected TV ads against other digital channels.

We enable advertisers to confidently navigate the fragmented CTV landscape while maximising their media investments. This contributes to a more transparent and cohesive marketplace for advertisers, broadcasters, and platforms.

Open **Internet**



The CTVMA supports the principles of an Open Internet, ensuring equal access and transparency across connected TV platforms for its members. CTVMA believes that a fair, open, and neutral internet is essential for fostering innovation, competition, and consumer choice on smart TV platforms and devices.

CTVMA promotes the freedom to distribute content, apps, and services on an equal footing, ensuring that advertisers, broadcasters, and media agencies can reach their target audiences without undue restrictions. By advocating for the preservation of an open, competitive digital marketplace, CTVMA seeks to safeguard a diverse range of voices and business models in the connected TV landscape.

We work to ensure that any policies or regulations imposed on internet service providers or platform operators maintain fair practices, protecting the rights of content creators, advertisers, and consumers alike. This commitment to the Open Internet helps sustain a dynamic and inclusive environment for innovation and the growth of CTV services globally.

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Diversity **Inclusion**



The CTVMA is committed to fostering diversity and inclusion within the connected TV industry, both in its corporate policies and through its support for member companies. Recognisng the importance of reflecting a broad range of perspectives, CTVMA encourages participation and representation from diverse communities, ensuring that the content, technologies, and business practices of the connected TV ecosystem remain inclusive and accessible.

We advocate for initiatives that promote equal opportunities for all, including underrepresented groups in media, advertising, and technology roles. By supporting diversity in leadership, content creation, and app development, the CTVMA aims to drive innovation and creativity within the industry.

CTVMA will continue to collaborate with companies and industry leaders to develop inclusive hiring practices, support diverse content creators, and ensure equitable access to opportunities for everyone involved in connected TV. This policy reflects the association's belief that diversity strengthens the industry and better serves the global audience.

Partners


Smart TV
Powered by TIZEN
SAMSUNG
WPP
groupm
LG
Ad Solutions
accedo
Adobe
PHILIPS
BRIGHTCOVE
THE CW
Hisense
PUBLICIS
GROUPE
SONY
Bertelsmann
sky | VISION
SHOW MAX
plex
france•tv



Future Growth **Forecast**

Global ad spend is on course pass $1 trillion ($788.6 billion) for the first time in 2024, following the growth of 4.4 per cent this year and a further 8.2 per cent in 2024. Retail media and connected TV (CTV) a fifth of all spend, will drive growth into 2024 – are poised to see significant investment from brands over the coming 18 months.



Our **Advisors**



TechCouncil of Australia

ashurst

Microsoft

ANZ

gamescom

launchvic

Barangaroo

Meet Our Team



Micha Sanchez
OPERATIONS

Leading and implementing strategic initiatives, and ensuring efficient workflow.



James Grant Hay
FOUNDER

Head of market research and reporting, business development



Edwin Smith
TECH

Developing our online members resource hub with our technology partners and members



Contact CTVMA

ctvma.org

+612-8092-789

policy@ctvma.org.au