

# CTV & OTT - Video Advertising

## What is OTT (Over The Top)?

An “over-the-top” media service is any online content provider that offers streaming media as a standalone product. The term is commonly applied to video-on-demand platforms, but also refers to audio streaming, messaging services, or internet-based voice calling solutions.

## What is CTV (Connected TV)?

Connected TV specifically refers to televisions that have access to an internet connection and can load or stream digital content. This mainly includes Smart TVs (where internet connection is built-in).

## Why CTV & OTT Advertising?

With over 50% of North Americans maintaining Netflix subscriptions, it's clear consumers love CTV & OTT content. Here are just a few reasons why the format is more appealing than traditional alternatives:



- **Targeting your key audience** in their homes while streaming their favorite shows is a valuable opportunity. Millions of Americans are leaving cable TV behind and moving to CTV & OTT entertainment. This provides an ever growing advertisement opportunity for businesses around the country to reach new customers.
- **Compatibility with multiple devices:** This provides ample opportunity to reach people wherever they are streaming their favorite shows. For years, watching cable television required a television set. Today, we can watch CTV & OTT content from a broad range of devices. Any account holder can enjoy the same CTV or OTT experience from a gaming console, smartphone, tablet, or smart TV.

