

CTV & OTT:

All your
non-linear
television
questions
answered



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INTRODUCTION

Non-linear television has been a trending topic in the digital advertising world for the past few years. At the start of this year, 13.5 million US households had abandoned traditional (linear) TV consumption. However, the spread of the coronavirus causing more consumers to spend time at home has propelled CTV usage beyond what industry experts could have predicted at the start of the year.

Alternative TV-viewing options are no longer just an option for consumers, but for many, it's become a preference. What do advertisers need to know to stay in step with consumers that are making the shift from linear to streaming TV? Keep reading!

160 million

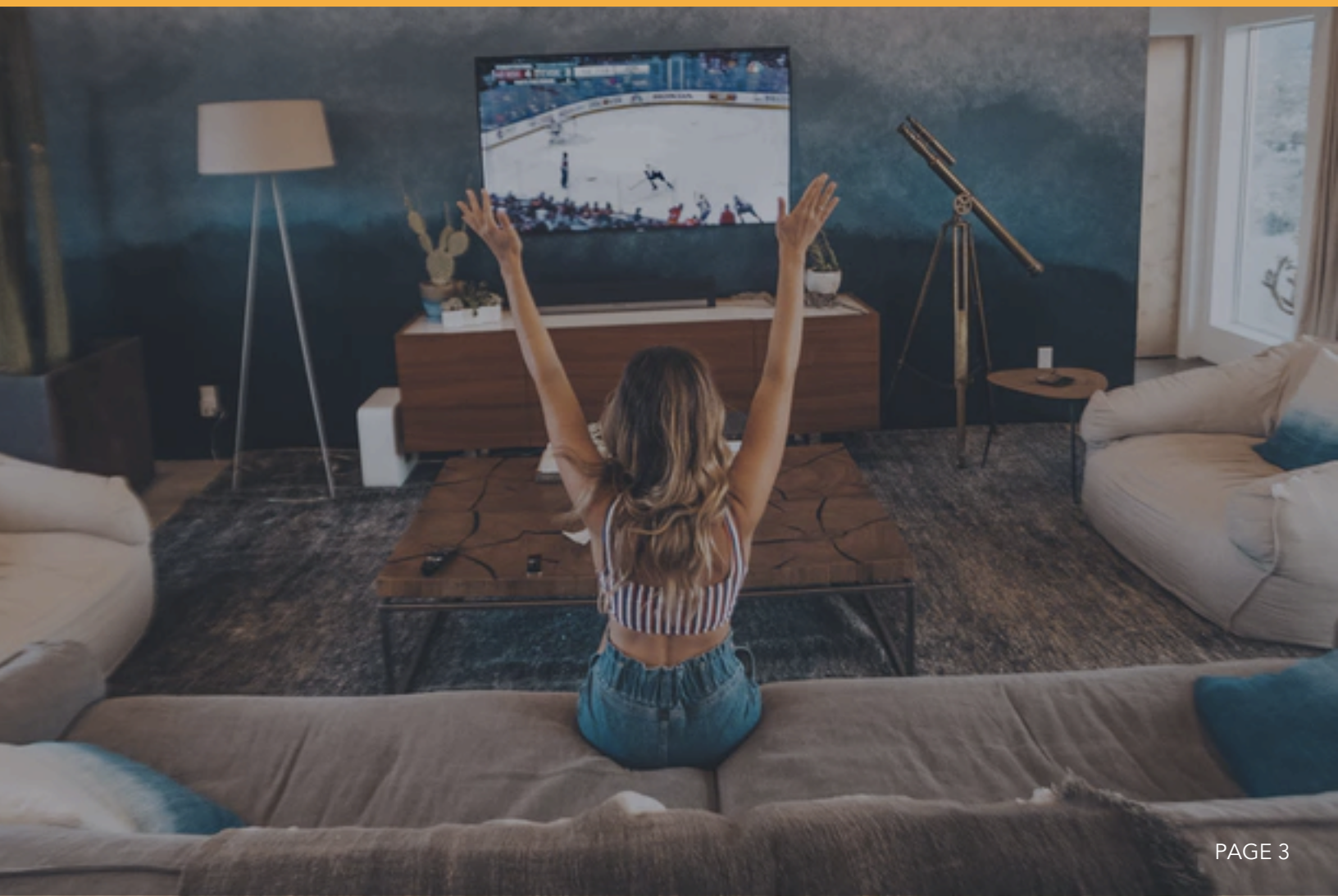
US consumers stream TV every month

Source: Euromonitor; Forrester

\$6.94 billion

was spent on connected TV ad spend in the US in 2019

Source: Business Insider



THE STREAMING TAKEOVER



Millennials are **67% MORE LIKELY** to be a “CTV-only” household.



On average, consumers who pay for internet streaming services subscribe to **3 DIFFERENT PLATFORMS**.



63% OF PEOPLE report that they watch their favorite show online, rather than on paid TV.

More Americans pay for streaming services (69%) than for cable TV (65%). A clear shift in viewing preferences has emerged. Today, advertisers are navigating OTT, CTV, addressable TV, Pay TV, and more – making an already complex marketplace even more complicated.

THE KINGS OF STREAMING

NETFLIX

prime video

hulu

You Tube

THE IMPACT OF COVID-19 ON STREAMING

Americans are watching **60% more** television during the coronavirus pandemic

Source: Nielsen

Americans streamed **85% more minutes**

of video in March this year compared to last

Source: Business Insider

Nearly **50%** of consumers are using free, ad-supported streaming services

Source: OnePoll

SO, WHAT'S THE DIFFERENCE?

Connected TV or CTV is a television that is connected to the internet. Through this connection, a CTV can stream OTT content through applications. A standard TV can become a CTV through devices like Roku, Apple TV, and Xbox.

Over-the-top or OTT is content accessed "over-the-top" of infrastructure providers. OTT is the content that's streamed through the internet onto a laptop, mobile device, tablet or CTV.



OTT services like Disney+ are "betting the farm on what we're calling the 'third revolution of TV' in which streaming is overtaking traditional broadcast television, and internet upstarts are winning Emmys, Oscars and Eyeballs."

Source: IAB

CTV IN 2020

160 million

Americans expected to stream CTV content per month

75%

of American households will have a smart TV

\$8.8 billion

will be invested in reaching consumers on CTV

59.4%

of CTV ads will be bought programmatically by 2021

OTT IN 2020

87%

of consumers reported using OTT services to stream digital content

182 million

OTT subscription video service users as of 2019*

\$50 billion

OTT ad spend will grow by this number by the end of 2020

TOP 5 OTT PLATFORMS

NETFLIX

prime video

hulu

STARZ

HBO NOW

*There are over 200 options for OTT providers in the US

DIGILANT'S CTV/OTT SOLUTION

KEY BENEFITS

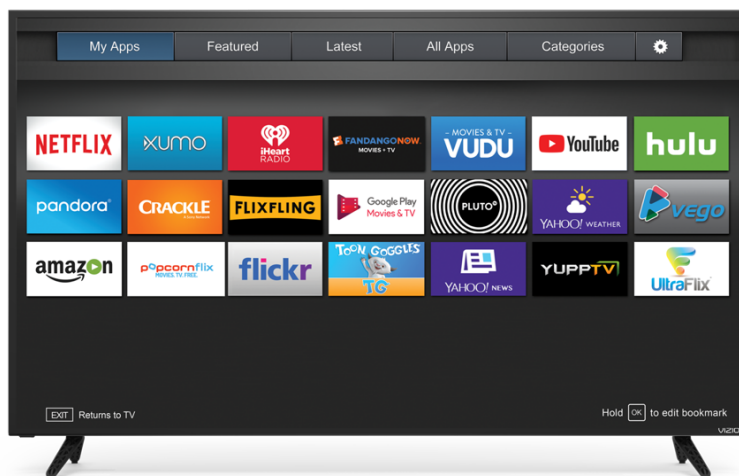
- Reach the growing cord-cutting and cord-never audiences.
- Achieve high completion and viewability rates.
- Reach premium networks cost-efficiently compared to linear TV

CAPABILITIES

- Our omni-channel device graph allows advertisers to identify CTV/OTT households that fit into existing omni-channel targeting demographics
- Contextual targeting allows you to reach your audience through relevant content.
- Expansive premium media partnerships that are curated and 100% fraud free.

BENCHMARKS

- Video Completion Rate: 94% (Extreme Reach, 2017).
- Viewability Rate: 100% (IAB, 2018).



KEY INSIGHTS



Don't miss out on reaching audiences that use ad-free streaming services such as Netflix. Using **app ownership data**, we can target verified, deterministic mobile audiences that have these apps downloaded.

What other platforms are consumers spending copious amounts of time on during the pandemic? Social Media. With **social segments**, you can target social audiences that follow CTV shows, actors, etc.

Target behavioral segments on **Amazon** for the following categories:

- Movies on Amazon
- TV shows on Amazon Video
- Fire TV
- Amazon Prime Lookalikes
- Movie Streamers
- Prime Now Lookalikes
- Favorite streaming Genre

CASE STUDY: RETARGETING CTV USERS

How can a major online retailer drive website traffic by retargeting CTV users?

A major US retailer approached the Digilant team asking for help creating a successful omnichannel solution. They had experienced success capturing video exposed audience and reinforcing messaging through display advertising and wanted to translate these tactics to CTV. The Digilant team successfully improved performance and delivered an omnichannel solution by serving ads to audiences through multiple channels.

INSIGHTS

- Our team mapped a total of 27.9MM devices
- Activated audiences across display and high impact campaigns using performance reporting, we optimized spend toward high performing publishers, genres, dayparts and days of week to maximize scale and reach audiences known to convert.

RESULTS

37% Decreased CPA

59% increased response rate

>2% of exposed CTV HH went to the client's website without the need for further exposure



CASE STUDY: E-COMMERCE AND CTV

How can an e-commerce company leverage programmatic CTV solutions to drive online traffic?

An e-commerce company enlisted Digilant's help drive online traffic and purchase conversions on their website via CTV. In order to fulfil the client's goal, Digilant' used a full-funnel strategy activated on the TV Private Marketplace to run 15 and 30 second video assets.

Once the campaign was up and running, the team used performance reporting to optimize spend toward high performing publishers, genres, dayparts and day of week to maximize scale and reach audiences known to convert.

RESULTS

- 6.8 million impressions
- 6,856 orders
- \$37 Cost-per-order
- 1.9x Return-on-investment
- \$70 average order value



LET'S TALK!

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Digilant is an omni-channel digital partner built to take advertisers from now to next. We do this with omni-channel digital advertising strategies that are data-driven, actionable, and effective. Part of ispDigital, Digilant is made up of 100+ data-driven media minds and advertising technologists spread across US offices in Boston, New York, Chicago, San Francisco, Dallas, Denver, Los Angeles, Washington D.C., and Atlanta. By combining big ideas with executional scale we are well-equipped to champion consumer insights, campaign analysis, and media initiatives that propel brands and agencies forward. Visit us at digilant.com to learn more.