

ADVANCED TV

Curated, FEP & CTV Inventory
Across OTT Devices



Reach audiences streaming OTT content through networks or content providers, accessed on any device, including Connected TV (CTV) devices and Full-Episode Players (FEPs) accessible on mobile smartphones, tablets, & laptops.

- Reach the growing Cord-Cutting and Cord-Never audiences.
- Reach Premium Networks cost-efficiently compared to Linear TV
- Access brand-safe TV supply
- Always-On Deals
- Measurable, Attributable impressions
- Globally Available

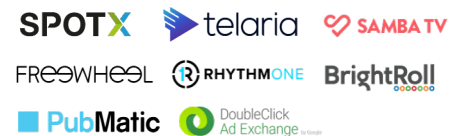
CAPABILITIES

- Our partnerships with device graph vendors, combined with our omnichannel device graph enables us to reach target audiences wherever they are streaming OTT video content.
- Apply Contextual Targeting to reach your audience through relevant content.
- Tap into expansive publisher partnerships are run on 100% fraud free curated market.
- Access transparent publisher-level and KPI reporting

INVENTORY OVERVIEW

OPEN AUCTION AND PMP DEALS

Access the biggest OTT players in the market. Full-screen, fraud free, and 98%+ Viewable.



OTT DEVICE LANDSCAPE

CTV DEVICES

Smart TV: a TV with a built-in internet connection and media platform

Streaming Device: device that uses TV screen to display content (Roku, Amazon Fire Stick, Google Chromecast)

Gaming Console: device that uses TV screen to display content (Xbox, PlayStation)

BROWSER & APP DEVICES

Browser and app devices stream content via full-episode players within a network's website or app.

Desktop
Tablet
Mobile

CURATED MARKETPLACE

All OTT inventory is premium and Full Episode Player (FEP), primarily longform. Preferred access in publisher waterfall



BENCHMARKS

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