



Connected TV

★ **Non-Skippable**

Reach streaming viewers who are watching their favorite show or movie on the largest screen in the home.

Optimization: Campaigns are optimized for **Video Completion Rates**.

Campaigns are based on a CPM (Cost per Thousand Impressions) model.

PREMIUM NETWORKS

Associate your brand with the highest quality of OTT content.

100% TV IMPRESSIONS

The most valuable impression, guaranteed.

WEBSITE ATTRIBUTION

Track the amount of users who saw the CTV ad, then visited the website within

TARGETING: Ads are served to a custom geography with zip code level targeting.

Platform Examples:

Roku
Amazon Fire Stick
Apple TV's
Google Chromecast

Network Examples:

HGTV
Discovery
ESPN
History Channel

Subscription Platforms:

Sling TV
Pluto
Fubo

Creative

Length: :15 or :30s

Minimum Bitrate: 2200 kbps

File format: MP4 only

File Quality: 1080p (1920x1080)

Note: The cost is the same for :15 or :30 second ads.

