

# STREAMING TV

## TV's impact. Digital precision.

Reach users on all of their screens as they view live or on-demand programming through any connected device.



## DETAILS

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Streaming TV allows your commercial to be served across ALL DEVICES and is broken down into the following two categories:

- **Large Screens:** these are Smart TVs or TVs that are connected to the internet via a gaming console, puck, stick or dongle (Xbox, AppleTV, Amazon's FireStick, Roku, and others).
- **Small Screens:** these are all other devices (mobile, tablet, and desktop) where a user is watching TV programming.

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### Increase your reach & results with Streaming TV

MarTech Series reports that almost **twice** as many streaming and cable/satellite viewers ages 18-54 claim to pay more attention to commercials on streaming (**43%**) versus cable/satellite (**23%**).

**64%** of people in the U.S. own a connected TV device and half of the U.S. Wi-Fi households now stream content directly to their TV an average of 1 hour and 40 minutes every day, according to ComScore.

In the first month of 2022, streaming averaged **over 180 billion minutes** per week, delivering a record **28.9%** of total television usage, according to Nielsen.

**40%** of streaming TV viewers have **paused content** to learn more or make a purchase.

Adding just one streaming TV ad to a traditional television campaign **boosts ad recall 34%**.

Only MP4 files are allowed for CTV ad placements with a length of 15 or 30 seconds. A bitrate of 22.5 mbps is recommended.

## BENEFITS

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**All TV buying needs in a single platform.**

- Robust targeting
- Data-driven decisions
- Ad experience control
- Cross-device attribution
- Brand-safe environment
- Impactful insights via updated reporting