

CTV HAS CHANGED THE GAME:

THE GLOBAL OPPORTUNITY IN THE SHIFTING TV LANDSCAPE



Marcel Heuer

DACH Agency & Brand Country Lead

EMX Digital GmbH

April 2022



Mark Fogelberg

Head of Agency Partnerships
& Programmatic Sales



Brendan Conway

Client Success Lead



CTV HAS CHANGED THE GAME GLOBALLY

Let's look at insights
from the US market...

83% **of Americans** watched
Connected TV in 2021

48% **of all TV consumption**
occurs on a connected TV

41% **of consumers** are exclusively
watching content on CTV



Digital is becoming more
like linear and linear is
becoming more like digital

FOR CONSUMERS
CTV = TV

The background of the slide is a dark, textured image of a globe. Overlaid on the globe is a complex network of thin, light blue lines that connect various points across the surface, resembling a global communication or data network. The lines are more densely packed in some areas, particularly over the continents. The overall color palette is dark, with shades of black, dark blue, and brown, accented by the orange text and the light blue network lines.

WITH EXPONENTIAL GROWTH, WHAT HAVE WE LEARNED?

And what challenges should the
EMEA market be ready to address?

Audience Fragmentation

Defining Premium

Media Measurement Debates

Media Mix Modeling **Business Silos**

Cost Transparency Needs

Understanding R/F Measurement

Ad Tech Complexity Targeting at Scale

Publisher Walled Gardens

Advertising Saturation

WE'RE JUST AT THE
TIP OF THE ICEBERG
IN EUROPE

EU5

+ **55%** CTV consumption increase across EU% markets, in just 1H of 2021**

2 hours daily time spent on SamsungTV in EU5 watching linear and streamed content

UK

9 in 10 UK consumers have access to a CTV device**

Ad Supported Streaming Services (AVOD) is on the rise

83% of UK viewers are willing to see ads for access to free content

GER

61% of German population are CTV viewers***

84% streamed video in past month

WHAT MARKETERS SHOULD CONSIDER WHEN BUYING CTV

Insights & best practices...

CONSIDERATIONS & RECOMMENDATIONS WHEN BUYING CTV

— 1 —

Demand transparency.

Do not settle for black box buys.

— 2 —

Leverage brand-safe supply

with a fraud-free guarantee.

— 3 —

Leverage accurate

audience data to make sure every dollar spent goes towards working media and effective targeting.

— 4 —

Partner with SSPs

for direct publisher supply with access to high quality, premium content.

— 5 —

Work with partners who provide quality content at scale;

not all "premium" CTV services deliver premium content.

— 6 —

Work with a partner who can provide **de-duplicated incremental reach measurement.**

— 7 —

Build holistic and broader media plans beyond siloed players to maximize scale and content opportunities.

— 8 —

Curate content for brand alignment; leverage partners with private marketplaces .

— 9 —

Embrace newer tactics utilizing on all devices to **reach consumers, build brand awareness and drive full funnel results.**

The background is a dark, almost black, field filled with a complex network of thin, glowing lines and dots. These lines and dots are primarily in shades of blue, purple, and orange, creating a sense of depth and movement. The lines appear to be connected, forming a web-like structure that recedes into the distance. The dots are small, bright points of light, some of which are larger and more prominent than others. The overall effect is one of a vast, interconnected digital or neural network.

WHAT'S **NEXT?**

WANT MORE?

Download the ENGINE Guide to Advertising on CTV





QUESTIONS?