

THE GLOBAL OPPORTUNITY IN THE SHIFTING TV LANDSCAPE

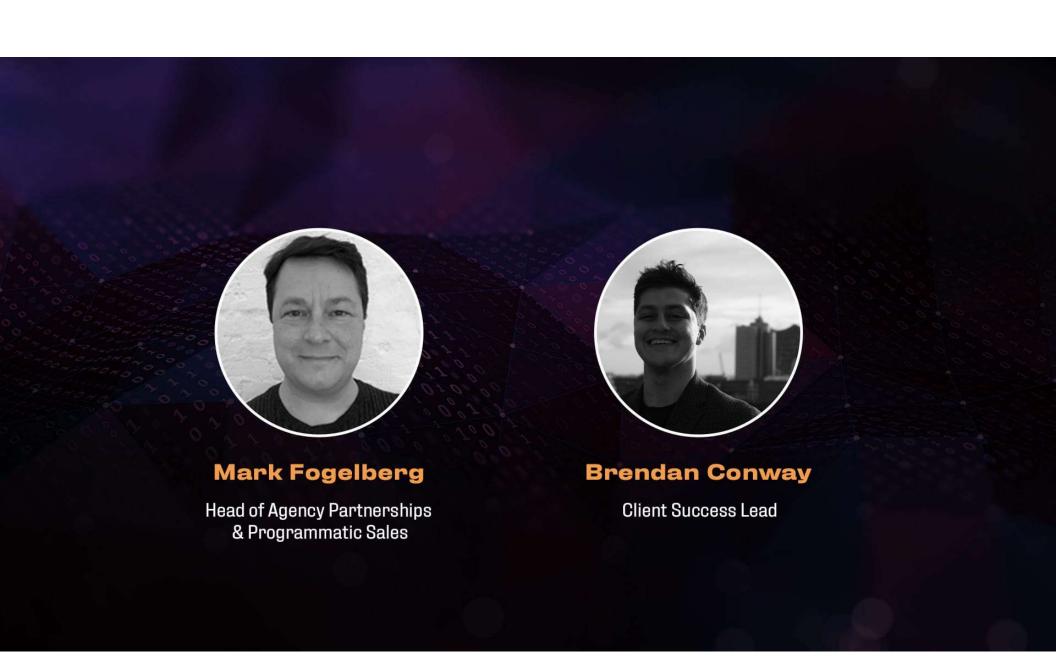


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Let's look at insights from the US market...

85% of Americans watched Connected TV in 2021

48% of all TV consumption occurs on a connected TV

of consumers are exclusively watching content on CTV





Audience Defining Premium Fragmentation

Media Measurement Debates

Media Mix Modeling Business Silos

Cost Transparency Needs

Understanding R/F Measurment

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

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Demand transparency.

Do not settle for black box buys.

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Partner with SSPs

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

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

Leverage brand-safe supply

with a fraud-free guarantee.

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Work with partners
who provide quality content
at scale; not all "premium"

CTV services deliver premium content.

— 8 **—**

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

Leverage accurate audience data to make sure every dollar spent goes towards working media and

effective targeting.

— 6 **—**

Work with a partner who can provide

de-duplicated incremental reach measurement.

— 9 **—**

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





Download the ENGINE Guide to Advertising on CTV



