

# STREAMING ADVERTISING AND CTV

## WHAT IS CTV?

Serving your video commercials to viewers using their connected TV device to stream entertainment, news and sports on a wide variety of streaming platforms like Hulu, Peacock, Netflix, YouTube TV, Amazon Prime and more.



## TARGET AUDIENCES



New Homeowners



Appliance & Furniture Shoppers



Luxury Audiences



Household Income



Older Demographics



Younger Demographics

AND MORE!

## MOST POPULAR PLATFORMS



## BENEFITS OF STREAMING ADS (CTV)



### Better Targeting:

Rather than broad DMAs, retailers can optimize their spend by targeting hyper-specific audience segments to ONLY reach the RIGHT customer on streaming platforms.



### Increased Sales:

By minimizing waste on out-of-market viewers, retailers' budgets go further with streaming advertising.



### Better Attribution:

Retailers can understand who saw an ad, visited the website and converted into a sale better with streaming media in order to make wiser budget decisions.



### Older & Younger Demos:

Retailers can reach MORE audiences in both older and younger demographics on streaming media.



### Optimized Costs:

Rather than buying spots upfront at a premium, streaming ads use programmatic real-time bidding to get you the best placements at the best prices.

## AVB CTV SERVICES

- ✓ 100% fraud-free inventory
- ✓ Non-skippable ad formats
- ✓ No minimum investment levels
- ✓ No contracts
- ✓ Biggest screens in home only
- ✓ Competitive CPMs
- ✓ High, targeted reach

**"99% of US households have 1 or more streaming platforms"**  
Forbes