



Connected TV (CTV)

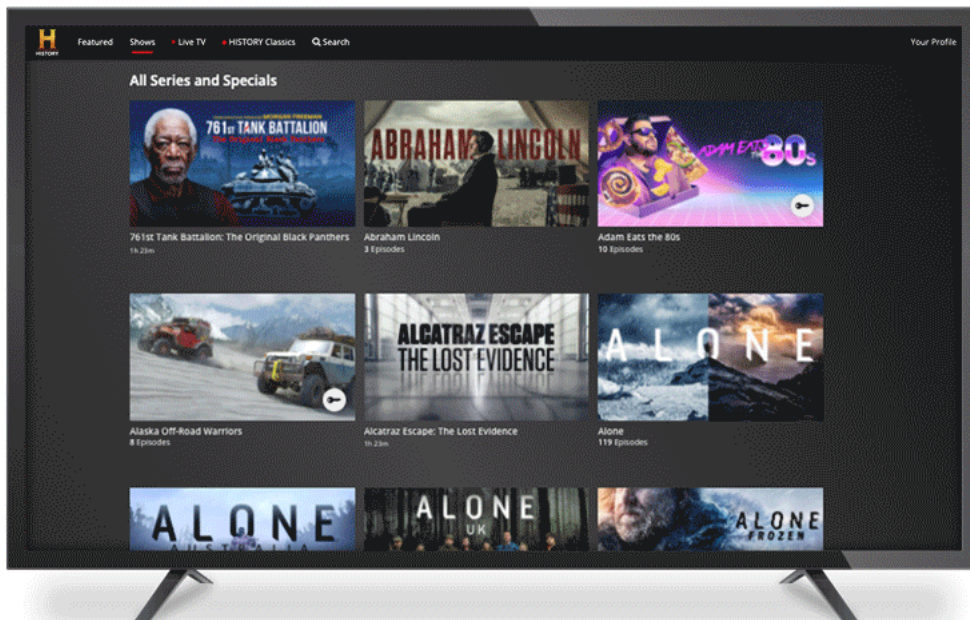
Connected TV (CTV) allows you to target a streaming audience watching premium network content—on a television screen—in a relevant location.

Watch the CTV chapter in the Product Overview Training video.

Password: Fq_Product2@24

Campaigns are based on a cost per thousand impressions (CPM) model.

CTV ads are not skippable.



Targeting Capabilities

- **Addressable CTV:** Build a more complex audience with tools built right into the platform. Target a custom or curated list of addresses.
- **Geography:** Ads are served to a custom geography with zip code-level targeting.
- **Interests:** Ads are served to users who are pre-defined to have certain interests. This is based on browsing history, the content they are viewing, and

other recent behaviors.

- **Demographics:** Ads are served to specific demographics based on gender, age, income level, educational status, and parenting status.
- **Offline visits:** Understand the amount of users who were in the geofence location, then visited a conversion zone (most often the customer's storefront location) within 30 days. See Offline Visit Restrictions for more details.
 - **Add Tracking:** Request to track offline visits via IO Notes and include the address(es) that you want to track.
 - **Reporting:** Submit a ticket to the Helpdesk to request a conversion report.
 - **Cost:** There is a \$3 cpm (retail) upcharge to apply offline visits to your campaign. Make sure you add this to your budget when submitting your IO.

Devices

- **Televisions:** All impressions are served on connected TV devices, including gaming consoles, smart TVs, and attached devices.
 - Most commercial breaks are between 60 and 120 seconds long. Your 15- or 30-second video ad will play during that time.
- CTV ads are not run on YouTube TV. Reach out to your rep with questions about placement.

Platforms and Networks

Platform examples	Network examples	Subscription platforms
• Roku	• HGTV	• Sling TV
• Amazon Firestick	• Discovery	• Pluto
• Apple TV	• ESPN	• ESPN+
• Google Chromecast	• History Channel	• Discovery+

NBC Peacock is not currently available, because it has 18 months of exclusive brand sponsors lined up for their launch. Programmatic is likely to be available

after this.

Creative Specifications

- Length: 15 or 30 seconds
- File format: MP4 only
- File quality: 1080p (1920 x 1080)
- Minimum bitrate: 2200 kbps

Reporting

Campaign performance is accessible 24/7 with our live Analytics dashboard. For definitions of the metrics used in analytics, see Metrics.

Impressions

Total ads served to users

Impressions delivered are reported as outlined in the initial proposal or contract.

Completions

/Completion rate

Completions tell us how many users saw 100% of the ad. The completion rate is the percent of video ads that are played through their entire duration to completion.

Creative

Performance is provided for each creative included.

Devices

Televisions

Impressions and Website Attribution data is provided by device.

Networks and Platforms

A complete list of networks and platforms is available by impressions delivered and completion rate performance.

The **Featured Networks** section of the Analytics dashboard displays a list of highlighted networks that received impressions. Download the data file to see the complete list.

Geography

The interactive map shows impressions delivered to each zip code. A complete

breakdown of geographic performance by city is shown in the chart.

Dayparting

The time of day that impressions are served is shown by day part.

Website Attribution

The pixel can track the amount of traffic that saw your digital ad, then visited your website within 30 days.

This metric tracks the households that were delivered a CTV ad that later visited the advertiser's website. This provides an additional campaign attribution metric by tracking cross-device website traffic associated with households that received a CTV ad impression. To track this, the advertiser will need to add the tracking tag to their website. See [Tracking Tags](#) for more information.

Website Attribution can be tracked if the device the impression was served on (such as a CTV) is connected to the same IP address as the device used to visit the website (such as a home computer or a phone using the household wireless).

Household Reach & Frequency

Understand the amount of households reached and the average amount of times each household was served impressions.

FAQ

For frequently asked questions about CTV and OTT products, see the [FAQ](#).

Policies and Restrictions

See [Programmatic Advertising Restrictions](#) for a full list of advertising policies and restrictions for this product.