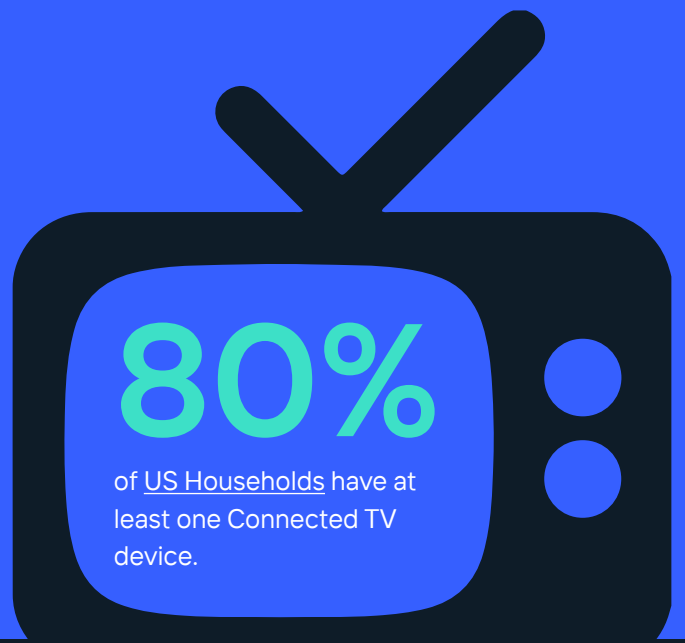


The Ultimate CTV Glossary

Connected TV is overtaking the programmatic advertising industry by storm. What's even more endearing is trying to keep up with all the new terms coming out of video advertising technology. Here are a few notable mentions.

CTV

CTV, or "Connected TV", in simple terms, is a TV that connects to the internet. The power of CTV is in its ability to be connected to the digital world, which allows it to display programmatic ads to its viewers.



2hrs

of content is streamed by OTT users on average per day.



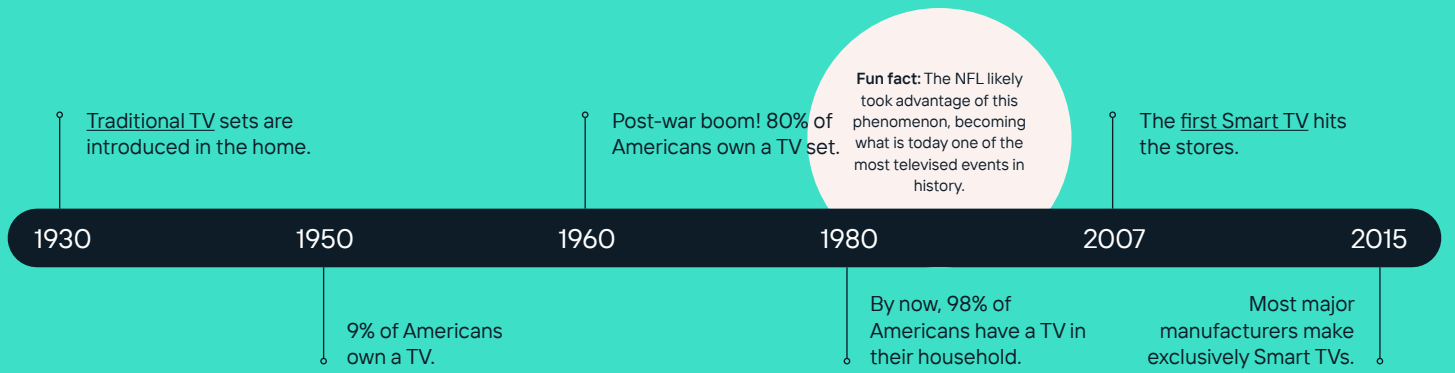
OTT

OTT, also referred to as "Over-the-Top", is a content provider that can stream media as a service. It functions with an internet connection, rather than a cable or antenna.



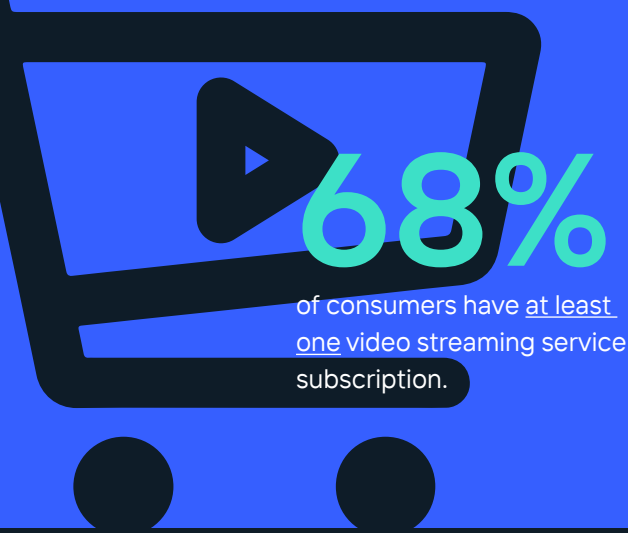
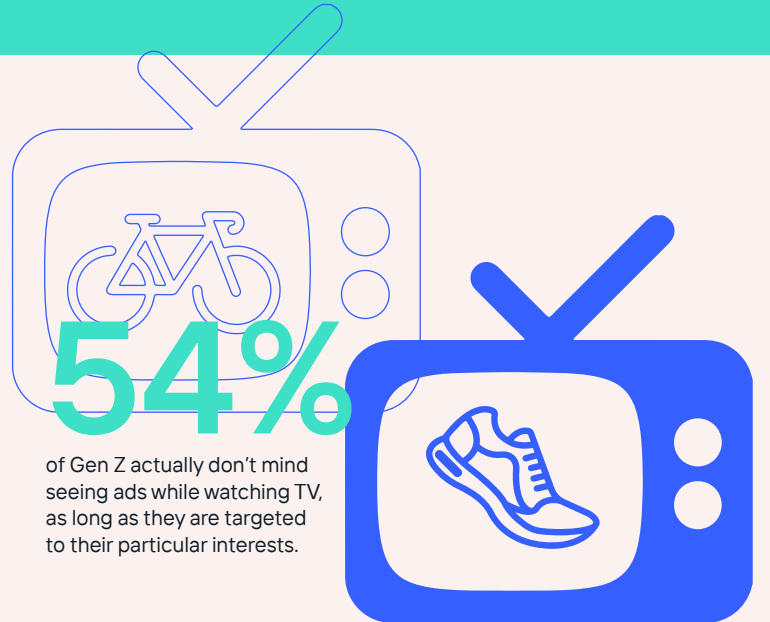
Linear TV

Linear TV is the traditional method of watching television, in which a viewer watches a show or program at a set time on a specific channel.



Addressable TV

Addressable TV, or ATV, is the process of showing different ads to different households, while they are watching the same program. The process is possible via the internet, thus including any connected device on which television can be viewed.



SVOD

Subscription Video-On-Demand (SVOD) is based on a subscription model. Common providers include:



AVOD

Ads-Supported Video-On-Demand (AVOD) is content that is ad-supported, and therefore, remains free of charge. Examples of AVOD platforms include:



20%

of US consumers stream video content from YouTube, making it the second-most-watched digital video platform after Netflix (34%).

34%

of YouTube videos were streamed on Connected TVs, the second most popular device after mobile devices (41%).

