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

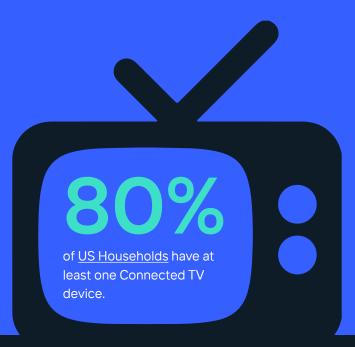
CTV, or "Connected TV", in simple terms, is a TV that connects to the internet. The power of CTV is in its ability to be connected to the digital world, which allows it to display programmatic ads to its viewers.

SART TV

Étv

Roku TV

PlayStation.



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.

NETFLIX

hulu



prime video

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.

<u>Traditional TV</u> sets are introduced in the home.

Americans own a TV set. what is today one of the

Fun fact: The NFL likely took advantage of this Post-war boom! 80% of phenomenon, becoming

history.

The first Smart TV hits the stores.

1930

1950

1960

1980

2007

9% of Americans own a TV.

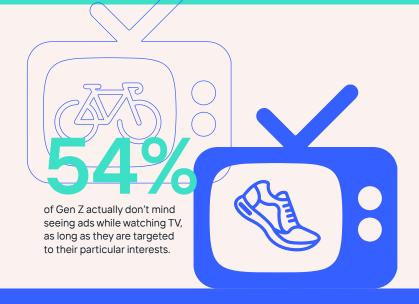
By now, 98% of Americans have a TV in their household.

Most major manufacturers make exclusively Smart TVs.

2015

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.



of consumers have at least one video streaming service subscription.

SVOD

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

NETFLIX

HBO

hulu

prime video

AVOD

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

► YouTube

CRACKLE

The **ROKU** Channel

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

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