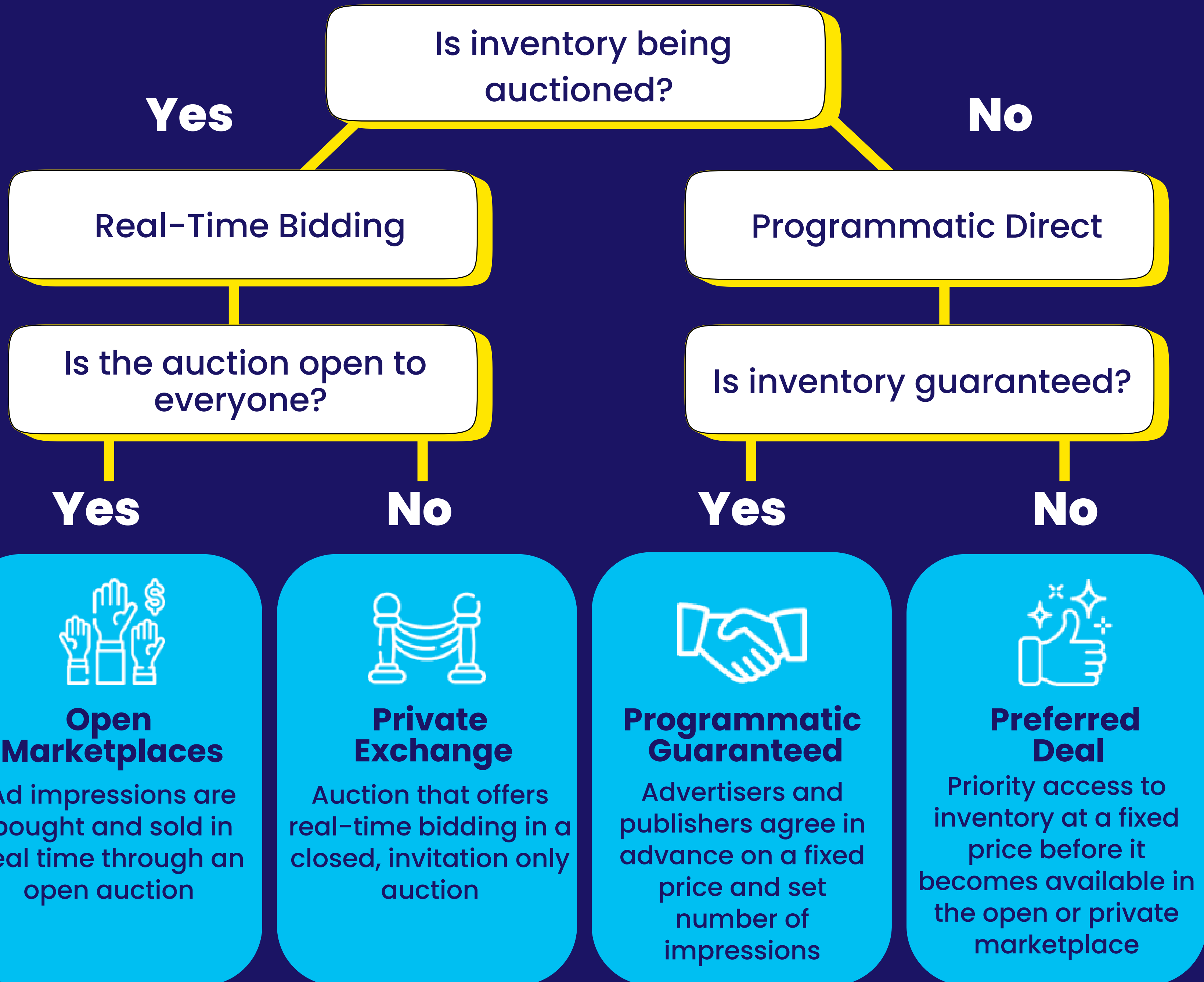


Buying Programmatic TV:

Deal Type Decision Tree

TV can be bought programmatically in four main ways. Choosing the right path starts with a few key questions.



72%

of marketers plan to increase programmatic investment in 2025

Source: Proximic by Comscore, State of Programmatic, 2025.

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