

Five *Fast* Facts



What you need to know about new & emerging trends, platforms or technology

The Growth of CTV Advertising



Marketers have been shifting their media investment towards streaming in recent years as connected TV penetration builds and usage grows. These *Five Fast Facts* explore the CTV advertising opportunity, highlight how marketers are expanding their video campaigns to achieve incremental reach and showcase the business outcomes achieved by implementing audience-based buying strategies.

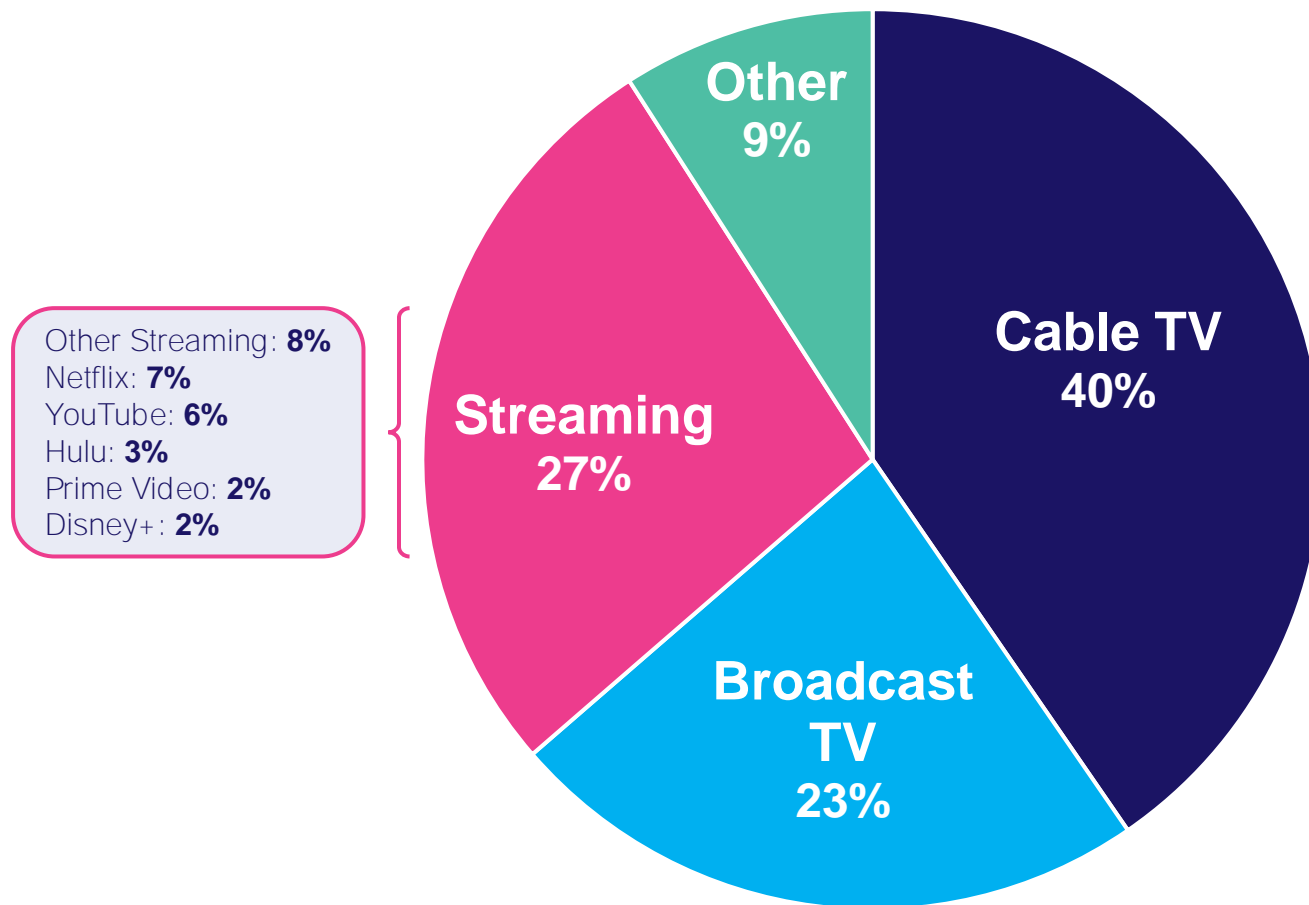
1

While Linear TV captures two-thirds of total time spent with television, streaming has increased its share and now accounts for **over one-quarter of total TV time.**

30% of streaming time is now devoted to services outside of the 'big five.'

P2+ Total Time Spent With Television by Source

June 2021



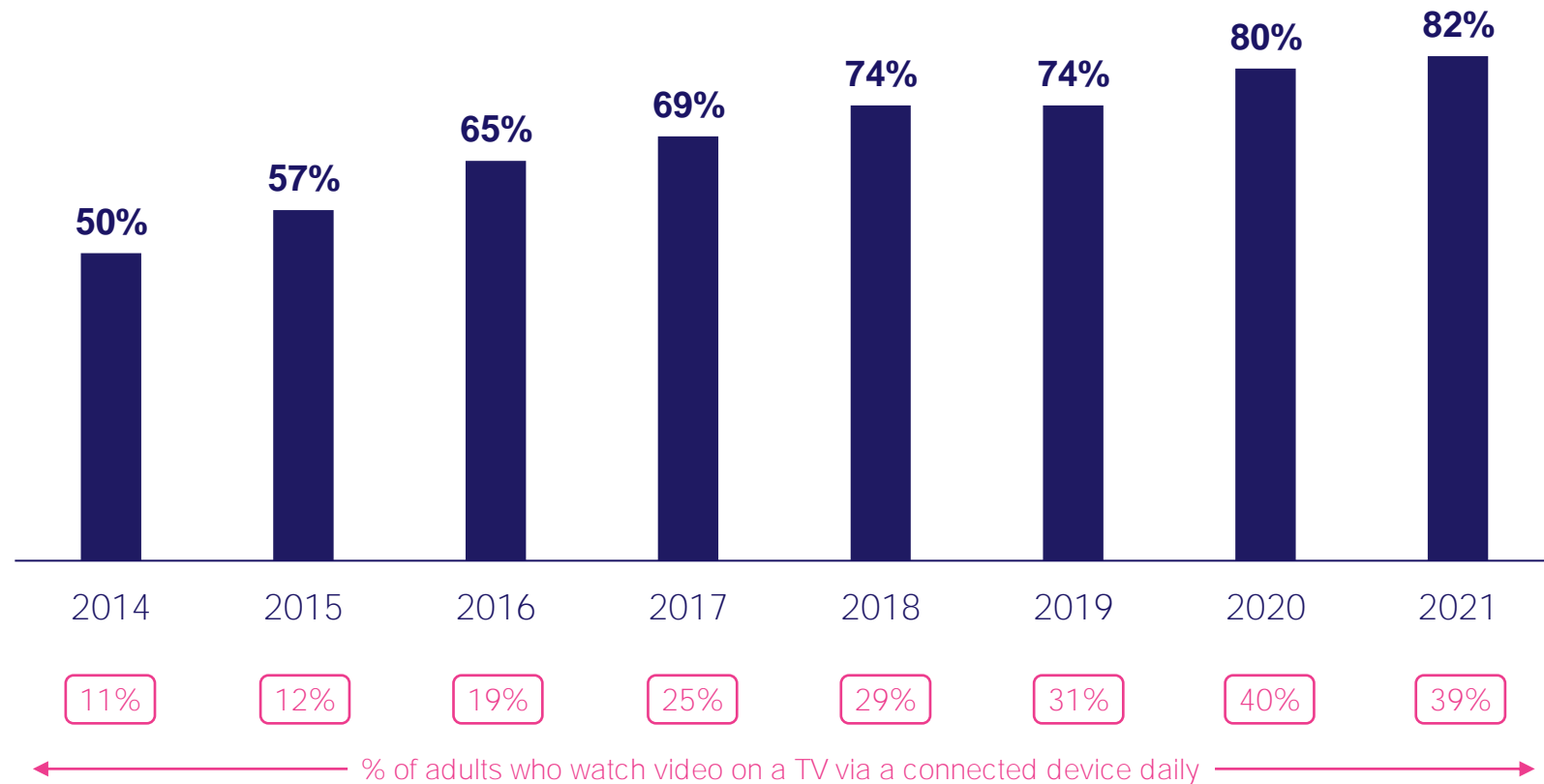
Source: Nielsen Gauge, analysis of June 2021 (5/31/2021-6/27/2021), Nielsen National TV Panel Data plus Streaming Video Ratings, Total Day, P2+.

2

The primary drivers of streaming are connected TV devices which are now in **over 80% of homes**, up from just half of all households seven years ago.

During this time, **daily usage has more than tripled** with four out of ten adults becoming habitual users of connected TV.

% of U.S. TV HHs With At Least One Internet-Connected TV Device



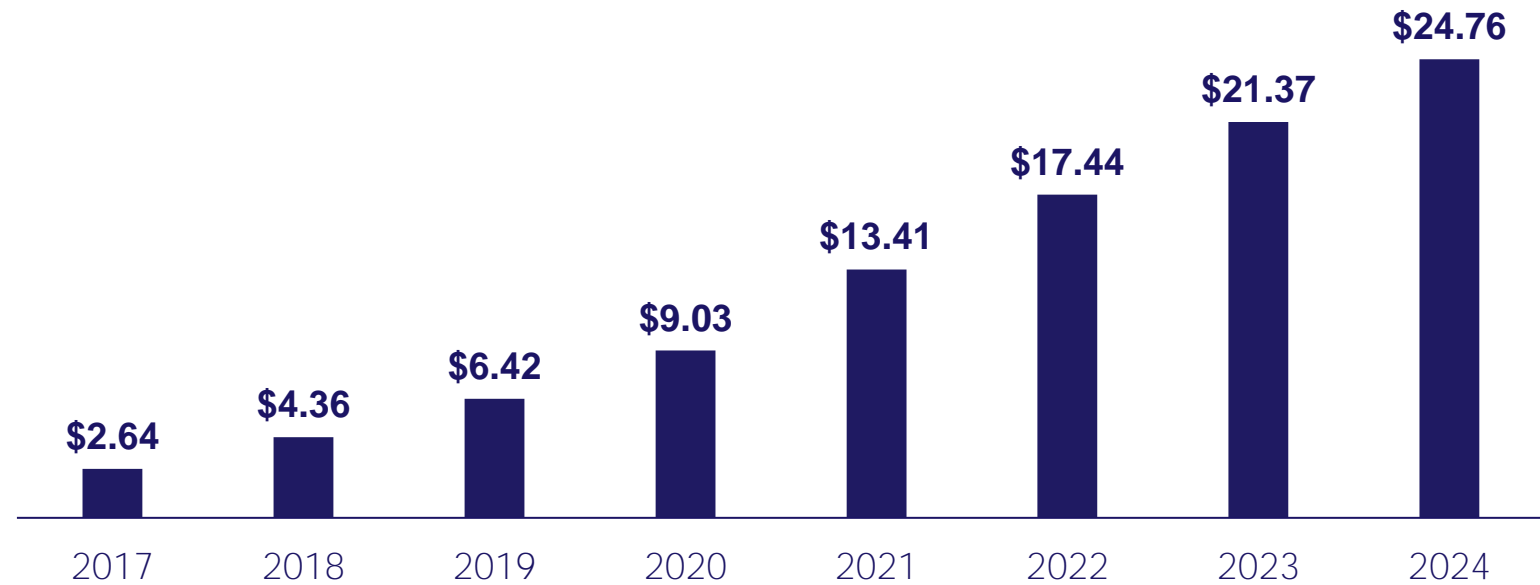
Source: Leichtman Research Group, June 2021. Data is based on April-May 2021 survey of roughly 2,000 adults 18+ throughout the continental U.S. in households with a TV set.

3

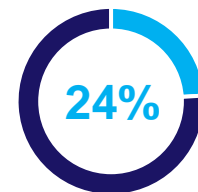
The growth in penetration and increase in viewing occasions has established connected TV as a strong advertising opportunity with **marketers flocking to the platform.**

In fact, **two-thirds of marketers began shifting** some of their media investment into connected TVs within the last three years.

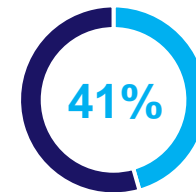
Connected TV: Annual Advertising Spend



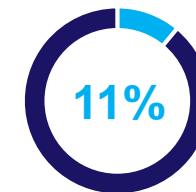
Two-thirds of marketers began shifting their media investment to connected TV within the last three years



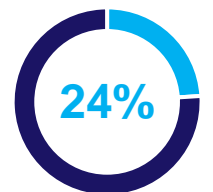
> One year ago



1-3 years ago



< 3 years ago



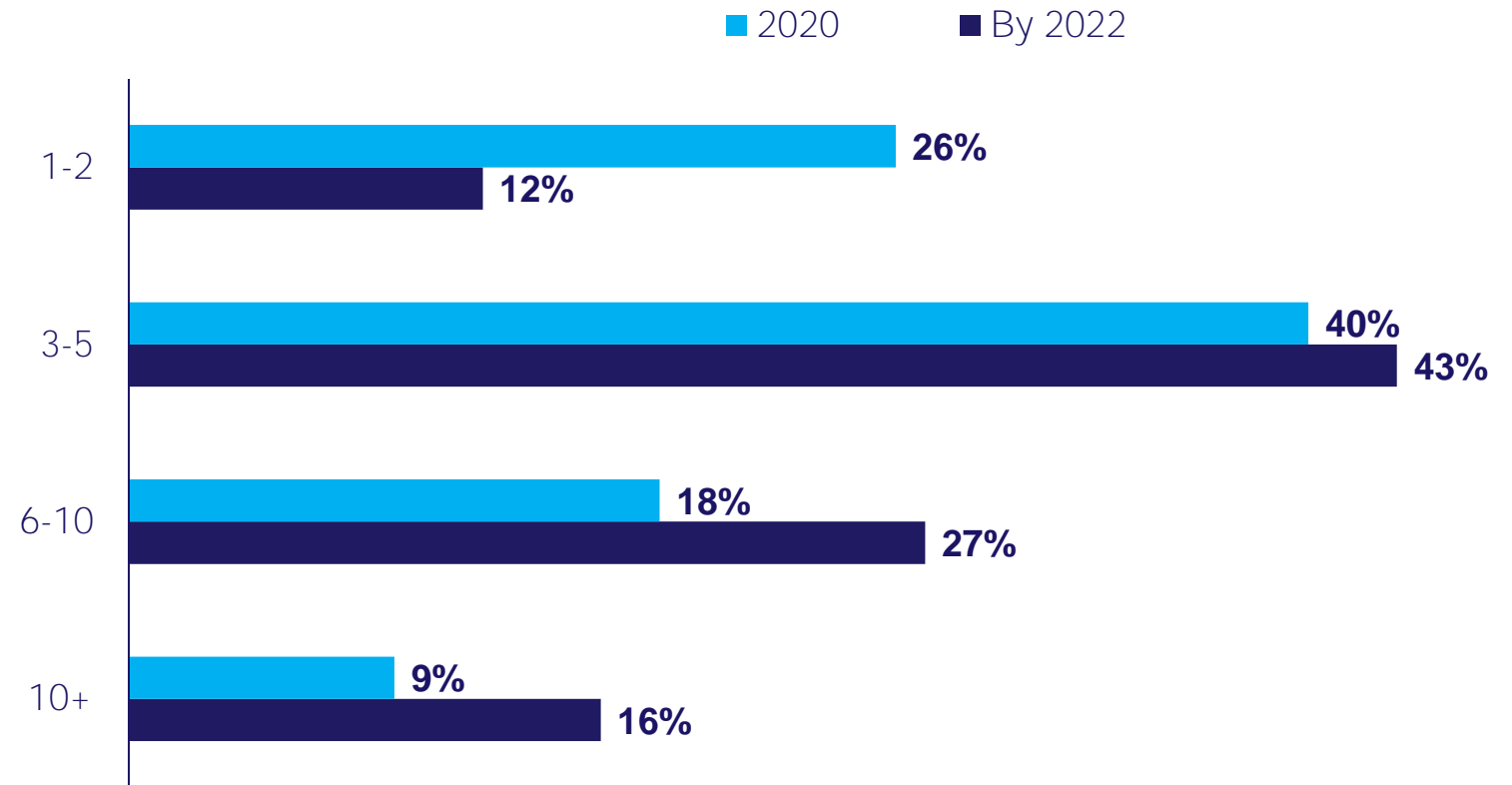
Have not started shifting strategy

Source: eMarketer's Connected TV Ad Spending in the U.S., June 2020 & March 2021. Innovid: The State of CTV Advertising, May 2021.

4

As the number of streaming platforms increase and the ad opportunity becomes greater, marketers are planning to **expand their video campaigns** to build incremental reach and more deeply engage their consumers

How many streaming platforms are advertisers using?



Source: VAB analysis of TV Squared's CTV Accelerated, 2021. The number of streaming platforms advertisers used in 2020 vs. their 2022 outlook. Percentages do not add up to 100% because 'none' (7% - 2020; 2% - 2022) was excluded.

5

Almost three-quarters of CTV marketers are implementing **audience-based targeting strategies** within their campaigns to **drive positive business outcomes** across awareness and engagement KPIs



70%

of CTV marketers are using audience-based targeting strategies to improve their advertising performance

How has investing in CTV advertising impacted your business?



59%

Increased brand awareness



49%

Increased brand engagement
(website, store visits, etc.)

Source: Innovid - The State of CTV Advertising, May 2021.

What does this mean for marketers?

- ▶ Marketers can seize an opportunity for incremental reach and build consumer engagement by expanding their video plans into CTV and across more ad-supported streaming platforms
- ▶ Integrating audience-based targeting and buying strategies within CTV campaigns can improve advertising performance, drive greater brand awareness and positive business outcomes across the funnel

Discover more

Looking for more data, insights and takeaways? Check out this related VAB content



Beyond the Headlines
The State of TV Today and the Opportunities of Tomorrow



A Sea Change in Video Viewing
Helping Marketers Find More Fish in the Streaming Ecosystem



Five Fast Facts On Video Streaming



Untangling Terminology with Streaming

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at theVAB.com

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.