

# What Is...

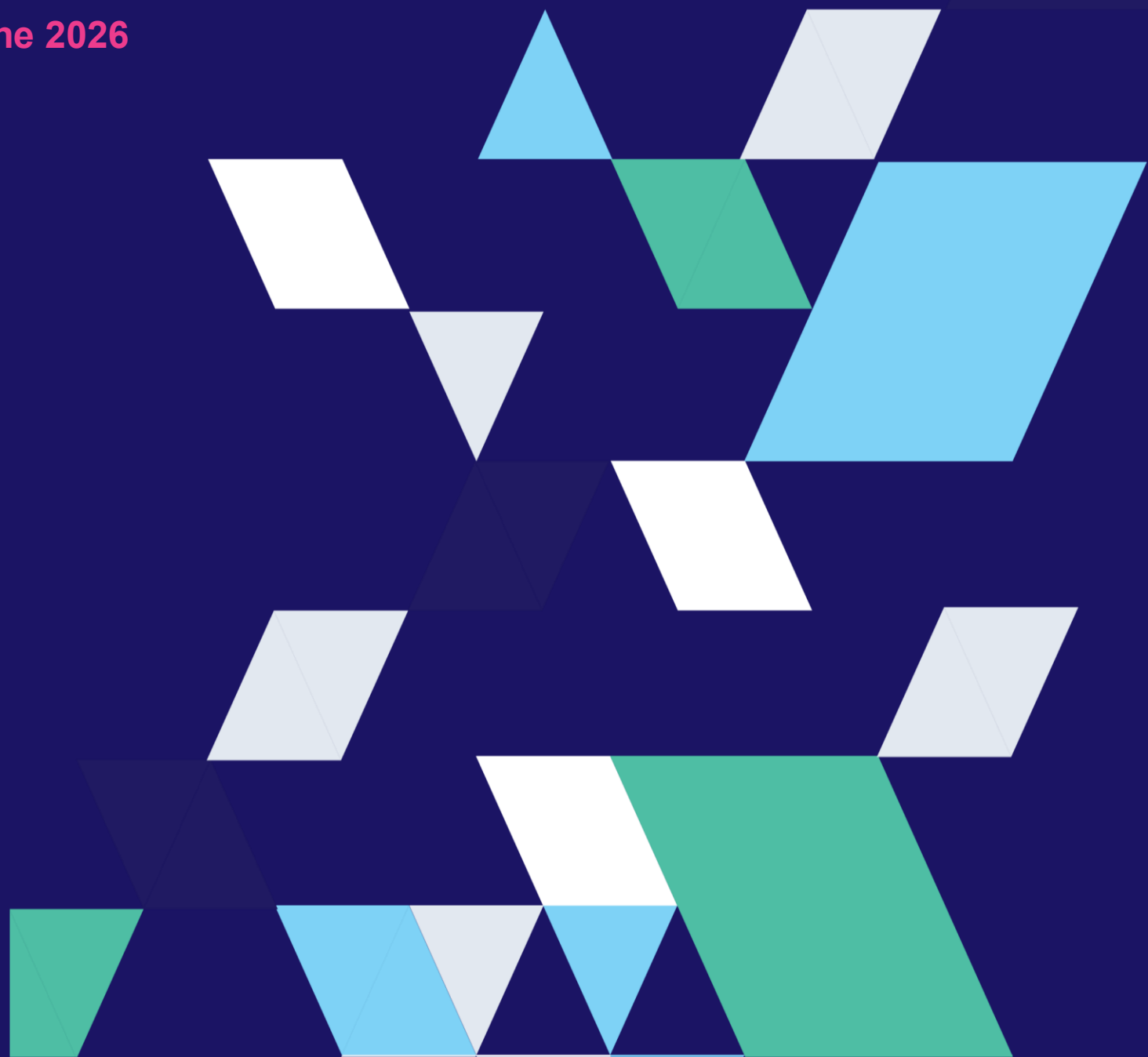
Clarifying marketing topics and terms



# Addressable TV

Embracing Innovation Through  
the Exploration of Modern Ad Solutions

June 2026



## Addressable TV

### *Embracing Innovation Through the Exploration of Modern Ad Solutions*

Nearly half of current addressable TV advertisers are expected to invest more on addressable TV in 2026, highlighting a 16% YoY growth<sup>1</sup>. Furthermore, almost four in five advertisers anticipate addressable TV will play a role in their 2026-2027 Upfront negotiations<sup>2</sup>. This increase in investment and confidence reflects the rise in overall satisfaction that marketers have with addressable TV advertising.

The greater adoption and satisfaction of Addressable TV is driven by a few key components: the ability to **accurately match data**, **hyper-target viewers** in **high quality**, **brand safe content** and **directly quantify a brand's ROI** all of which combine to provide an effective and efficient solution for video ad campaigns.

As adoption of addressable TV accelerates and more providers make addressable inventory available across linear and CTV, this piece seeks to be **a resource for marketers who want to understand how they can most effectively incorporate addressable TV** into their video ad campaign strategies.

### Addressable TV Defined

#### Addressable TV

Video advertising solution where a **single message from an advertiser is precisely matched to an advertiser-defined audience segment**. This enables different commercials to be targeted to different households on the same TV network at the same time when the viewer is watching.

Addressable TV **uses authenticated audiences, deterministic data and advanced technology** to facilitate the targeting of relevant messages to qualified audience segments **in adherence to business and consumer privacy compliance requirements**.

### Advertiser Sentiment on Addressable TV

86%

of advertisers say they are **satisfied or very satisfied with addressable TV<sup>1</sup>**

63%

of advertisers that aren't using addressable TV **plan to start using it next year<sup>1</sup>**

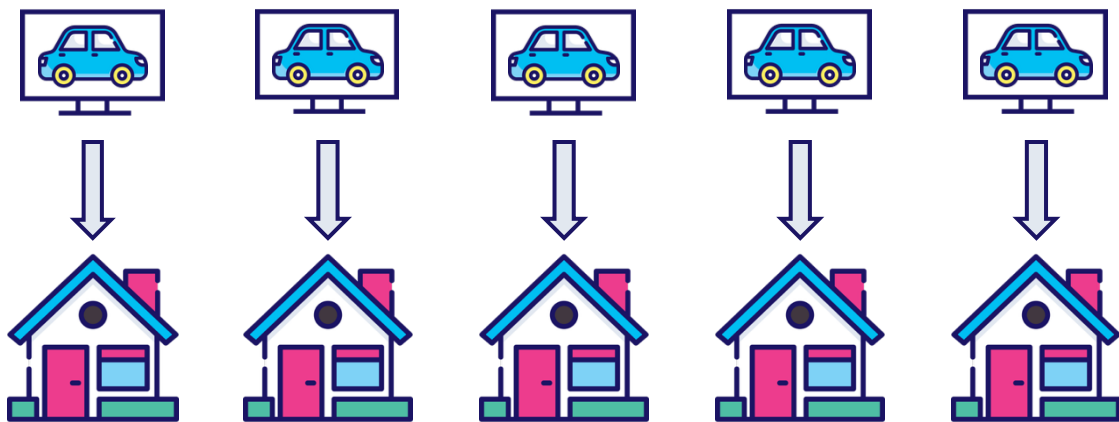
53%

of advertisers **consider Addressable TV a "must-buy"<sup>3</sup>**

## The Difference Between Traditional and Addressable TV Advertising

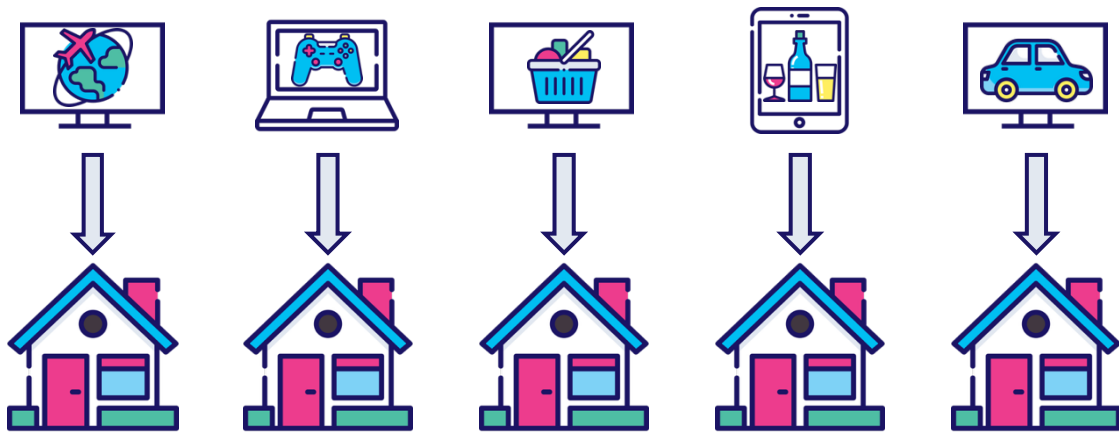
Traditional Advertising

Households watching the same TV show see the same ads



Addressable Advertising

Households watching the same TV show see targeted ads across devices



Addressable HH Reach

**92%** of pay TV households are Addressable enabled.<sup>4</sup>

## Six Benefits of Addressable TV



### High-Quality Video Ad Inventory

Associate your brand with premium, fraud free high-quality TV content.



### Brand Safe Ad Environment

Protect your brand through safe, accurate and trustworthy content.



### Reach Specific Audiences

Reach high intent audiences and reduce campaign waste.



### Increased Creative Effectiveness

Build stronger customer relationships through delivery of relevant ads.



### Greater Frequency Management Ability

Increase spend efficiency and reduce consumer ad fatigue.



### Granular Measurement and Attribution

Deterministic campaign insights into engagement, brand lift, and outcomes.

## Addressable TV Drives Outcomes

Addressable TV is a valuable component of a holistic video campaign strategy. By allocating a share of TV investment into Addressable TV, advertisers can drive valuable business outcomes within their campaigns.

# +10%

conversions attributed to addressable / CTV increased<sup>5</sup>

# +9%

more videos watched across streaming when media mixes include addressable<sup>5</sup>

note: Users exposed to media mixes including addressable/CTV

## Five Steps to Activating an Addressable TV Campaign

- 1) **Establish Target Audience** – Deterministically match authenticated audience data against first- & third-party segments within the addressable footprint of your media partner



Geographic



Behavioral



First-Party  
Data Matching



Licensed  
Third-Party Data

- 2) **Forecasting** – Unlock campaign efficiencies and enhance ad decisioning by leveraging rich historical viewership and audience data



Maximize Reach  
Potential



Reduce Ad  
Waste



Refine Target  
Audiences



Customize  
Creative Messaging

- 3) **Campaign Activation** – Serve ads to target audiences across multiple premium, brand safe platforms



Cable TV



Satellite



Smart TV / CTV



Mobile / Web Apps

- 4) **Campaign Monitoring & Optimization** – Enhance campaign delivery through advanced campaign management and optimization opportunities



Timely  
Reporting



Reach  
Management



Frequency  
Capping



Creative  
Versioning

- 5) **Post Campaign Reporting** – Deterministic data allows for precise and performance-based campaign measurement across multiple dimensions at the household level



Network & Daypart



Audience



Cross Platform



Outcomes

## The Role of Identity in Addressable TV

### Audience Authentication

- The process by which video platforms confirm, or “authenticate,” the identity of a consumer on behalf of marketers
- Enables precise audience targeting leading to more personalized ad experiences leading to higher engagement
- Creates stronger and highly accurate measurement connections leading to enhanced cross-device attribution<sup>6</sup>



### Authenticated

- Real Human – Confirmed / Verified
- Identity – Confirmed / Verified
- Opt-In - Confirmed
- Fraud - Low Risk
- Measurement Accuracy – Very High

Authenticated household data anonymously matched with addressable TV ad exposures enables...



Robust Measurement  
& Attribution



Reduced  
Ad Fraud & Waste



Privacy  
Compliant



Increased  
ROI

### Authenticated Audiences Provide More Value

**+42%**  
**more revenue**

Authenticated users generate more revenue than non-authenticated users <sup>7</sup>  
*(inclusive of cookieless environments such as Apple's Safari browser)*

## Industry Perspectives

1. “The power of addressable is being able to do both at the same time: understanding both the content and the context in which you’re running but also doing that in the fully addressable way of reaching the exact audience you seek. So, it’s **really powerful.**”  
- *Kelly Metz, Chief Investment Officer, Spark Foundry*<sup>8</sup>
2. “[Addressable] is really something that you **need to do in today’s landscape**, given that **everything is so fragmented and audiences are everywhere**. It’s hard to capture just a pure large portion of the country or of your audience with one of a few partners. You really need to **strategize where you have your focused addressable approach and targeted mass reach approach**, ideally.”  
- *Joshua Abneri, Director Addressable Strategy, Kinesso*<sup>9</sup>
3. “Addressable advertising execution has steadily **increased in simplicity and adoption** for brands and agencies for the past few years, and we believe this trend will continue. Our survey with Advertiser Perceptions shows that the **spend-drivers in addressable TV are measurement, programmatic execution and identity accuracy. Continued education, innovation and advancement** in these areas will be the key to converting those who are still on the fence about this channel’s potential.”  
- *Tim Myers, Executive Director, Go Addressable*<sup>8</sup>

## Go Addressable Overview



Go Addressable is an industry trade group led by TV distribution companies and cross-industry supporting members dedicated to advancing addressable TV advertising and the use of deterministic identity.<sup>8</sup>

### Founding Members:



### Supporting Members:



Learn more about Go Addressable members by clicking their logos above

## Marketer Takeaways on Addressable TV

Marketers can benefit from including Addressable TV as an **integral aspect of their initial planning process**. Through proactive consideration, brands can **better align their end-to-end strategies** - from identity tactics and partners, to the platforms that will be used for campaign activation. Ultimately, this empowers brands to **achieve their campaign goals** with multiple additional benefits that compound their return on investment:

### High Quality & Brand Safe

**Premium video is a high quality, brand safe and suitable environment.** When brands utilize addressable TV, they know that their ads will run in the **most premium environments** (MVPDs and premium CTV) alongside the most brand safe content.

### Effective & Efficient

Addressable TV's data driven capabilities enable marketers to **target their desired audiences deterministically, increase reach, avoid wasting ad dollars** and **optimize their campaign ROI**. Additionally, this data-driven approach helps marketers gain a better understanding of their **media performance against their brand KPIs**.

### Deeper, More Relevant Consumer Connections

Addressable TV delivers the **most relevant ads to a brand's authenticated target audience**. This creates a **more elevated viewing experience**, which in turn helps a brand connect with prospective customers where they are in the buying journey in a more meaningful and effective way.

## Related Terms: Media

- **Addressable TV:** The ability to serve targeted ads to specific households or users based on deterministic identifiers, allowing brands to define and serve their message to the desired audience, wherever and whenever they're watching content on TV/CTV/STB.
- **Advanced TV:** Any television content that has evolved beyond traditional, linear television delivery models. This umbrella term is inclusive of the following: Addressable TV, Connected TV (CTV), Over-the-Top (OTT) and Interactive TV (ITV).
- **Connected TV (CTV):** A TV that is connected to the Internet to play video via an external (e.g., Blu-ray player, streaming device, gaming console) or internal (e.g., Smart TV) device.
- **Data Driven Linear:** The ability to use different data sets including demographics, interests and viewing behavior to optimize a linear TV schedule that uses specific networks and dayparts to better reach an advertiser's audience.
- **Distributor:** An entity that manages the platform upon which content and advertisements are delivered.
- **Linear TV:** Programming that airs on a set schedule, requiring viewers to tune in at a specific time to watch. This can include programming on 'traditional TV' and streaming platforms such as FAST.

## Related Terms: Media (continued)

- **Multichannel Video Programming Distributor (MVPD):** A service provider that delivers video programming services, usually for a subscription fee (pay television). This includes cable, satellite and telecommunications service providers.
- **Premium Video:** Video content that is professionally produced, rights managed and limited in supply.
- **Programmer / Publisher:** Owner or licensor of content (content rights owner).
- **TV Everywhere (TVE):** Services that allow a cable/satellite subscriber to watch the channels in their package anywhere on any device, both inside and outside the home.
- **Video on Demand (VOD):** Video content that is consumed by the viewer on either a STB or OTT device after the original live airing or released directly to an on-demand device/platform.
- **Virtual MVPD (vMVPD):** A subscription service that allows users to stream live and on-demand TV channels online through a broadband connection without a cable or satellite subscription.

## Related Terms: Delivery

- **Ad Pod:** A group of ads expected to play back-to-back in one commercial ad break similar to how consumers experience commercial ad breaks in broadcast television. An ad pod can be of varying lengths and can be inserted at any point within content (pre, mid or post).
- **Aggregation:** The ability to deliver multiple ads from multiple advertisers, in real time, to one or more pre-allocated Ad Pods. Aggregation serves a specific commercial to a specific audience near real time, not through pre-scheduling, when that audience is viewing content during an eligible break (also referred to as Audience Addressable).
- **Audience Addressable:** The ability to deliver multiple advertisers' commercial messages to different audiences viewing the same network, at the same time. Multi-Advertiser Spot Optimization (MASO) and Aggregation are both examples of Audience Addressable as opposed to Creative Versioning which is multiple ad messages from one advertiser.
- **Dynamic Ad Insertion (DAI):** Technology that allows advertisers to seamlessly insert, or swap out, ads in content (e.g., such as live or on demand video).
- **Dynamic Video Ad Impressions (One Ad Opportunity):** Each ad break is a unique opportunity to serve an ad, and different viewers can see different ads. Rather than being decided in advance, an Ad Decisioning System decides in real time the right ad to show viewers. Because of this, the available "inventory" is the total number of ad impressions that can be shown. Capacity refers only to the number of impressions, there is no limit on the number of ads.
- **Multi-Advertiser Spot Optimization (MASO):** The delivery of multiple ads for multiple advertisers during a pre-scheduled linear spot. Households are served different ads from different advertisers within the same commercial spot (also known as Audience Addressable).

## Related Terms: Delivery (continued)

- **Single Advertiser Spot Optimization (SASO):** The delivery of multiple versions of an ad for a single advertiser during a pre-scheduled linear spot. All households are served an ad from a single advertiser; however, instead of all households receiving the same ad, the single advertiser can serve multiple ad versions to different households (also known as Creative Versioning).

## Related Terms: Data

- **Data Provider:** A business that collects or houses data about users, companies and brands and then licenses the information so advertisers can better understand and serve ad messages to their audiences.
- **Deterministic Data:** Data obtained from a direct input and not modeled. For example, a user's name and address, email or phone number that is collected through an online registration form or offline from subscription, registration, purchase or mailing lists.
- **Identity Graph (ID Graph):** A database that houses all the known identifiers that correlate with individual customers or households. These identifiers could be anything from usernames to address, email, phone, cookies, device IDs, IP address and even offline identifiers.
- **Identity Resolution (ID Resolution):** The process of matching common identifiers across devices and interactions to a single profile
- **Probabilistic Data:** Data obtained from an input that is likely to be true and is then modeled. For example, portions of a user's name or address are compiled to form likely conclusions about a user.
- **Set Top Box (STB) Data:** TV tuning data collected from set-top boxes in cable and satellite subscribers' homes (e.g., what programs subscribers watch, when they watch them and where the subscriber households are located). Also known as Return Path Data (RPD).
- **Viewership Data:** Data that is collected from a set-top box or ACR provider that provides insights into what program, show or network a viewer is watching and for how long.

## Related Terms - Measurement

- **Attribution:** The process of identifying a set of user actions across screens and touchpoints that contribute in some manner to a desired outcome, and then assigning value to each of these events. Attribution offers advertisers the opportunity to understand how media can drive sales, awareness, purchase intent and other measurable KPIs.
- **Cross-Screen Measurement:** The ability to track and measure campaign metrics across different devices and channels, such as mobile/tablet, out-of-home, television and advanced TV.
- **Engagement Metrics:** The metrics used to measure consumers' engagement with the ads viewed. Engagement metrics are used by media buyers to gauge the effectiveness of their advertising. This is most easily done by direct marketers who use CPA (Cost Per Action) buying strategies, but there are a variety of other ways to measure the impact of ads via engagement – such as whether a user has watched an entire video ad, if a user hovers over an ad with a mouse and whether a user has clicked on an ad.
- **Universe Estimate:** Total persons or homes in a given population.

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Want to learn more?

Click on the images below for the content



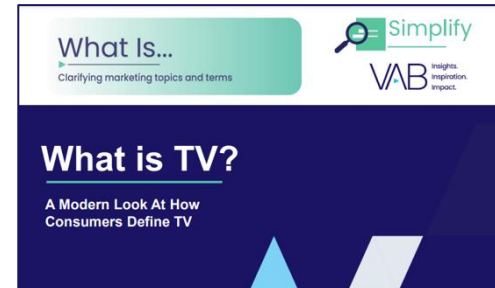
## What is Programmatic TV?

Automation and Technology  
in TV Advertising



## What is CTV?

Defining and Understanding the  
Connected TV Advertising Ecosystem



## What is TV?

A Modern Look at How  
Consumers Define TV

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## Staying Current on Streaming

The Latest on Connected TV  
Consumer Behaviors



## Welcome to TV

Meet the New Advertisers Who Are  
Turning Attention into Action



## Deterministic vs Probabilistic Data



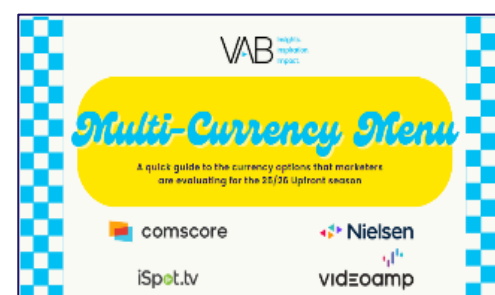
## TV Spend Report by Industry

Your Guide to National TV  
Spending Strategies



## The Impression Gap

What Works Harder for Marketers on CTV  
– Premium Video or YouTube



## Multi-Currency Menu

A quick guide to the currency options that  
marketers are evaluating for the upfront

Looking for more industry terminology? VAB's [advertising glossaries](#) cover topics like [industry terminology and acronyms](#), [AI & machine learning](#), [brand safety](#), [audience-based buying](#), [video measurement](#), [streaming](#), [data privacy and identity](#) and more!

## About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

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.

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.**

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### Sources

1. Go Addressable survey conducted by Advertiser Perceptions, September 2025
2. Go Addressable, *Omnibus Report*, April 2026
3. Go Addressable survey conducted by Advertiser Perceptions, October 2024
4. EMARKETER, *Forecast*, April 2025
5. Kochava attribution trends analysis Q2 2024 to Q2 2025
6. Experian, *The essential role of authenticated audiences in CTV advertising*, October 2024
7. Digiday, *Media Briefing: Publishers' audience authentication strategies are put to the test*, April 2024
8. Go Addressable, *Addressable TV Continues its Momentum Among Advertisers for the Fourth Year in a Row*, November 2025
9. Go Addressable, *Internal Data*, March 2026

### Definition Resources (reference pieces used in the development of several definitions)

- Go Addressable, *Glossary*, Retrieved 5/4/2026
- IAB, *Glossary of Terminology*, Retrieved 5/4/2026
- Xandr, *Online Advertising and Ad Tech Glossary*, Retrieved 5/4/2026
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