

ADVANCED TV

AdvancedTV is the “umbrella” term for all forms of TV not watched through a broadcast, cable or satellite connection on a television (OTT, CTV and FEP).

It can include everything from video on demand and streaming services to interactivity and targeted advertising.

OTT (Over the Top) is the delivery TV content via the internet, without requiring users to subscribe to cable or satellite. These are the cord cutters and includes all devices- desktop, mobile, tablet and connected TV.

Advertisers can create a daily cap per device, dayparting is available.

This does not include subscription based services (Netflix, Hulu, Amazon)

CTV (Connected TV) is any TV set that is integrated with the internet (SmartTV, BlueRay, gaming consoles, Apple TV, Roku). Advertisers can target by geography, Channel and dayparts

This is not available on mobile or tablet....only through TV-connected devices.

FEP (Full Episode Player) is the premium of AdvancedTV advertising. It is an extension of TV. Advertiser can align their message with powerhouse station (CBS, ABC, NBC and Fox prime programming). Can target by demographics and specific categories (sports, news entertainment)

FACTS

- The median age of **OTT** is **31**, compared to **traditional TV** at **54**.
- OTT homes have a **higher median income** than those with traditional TV -- **\$61,200 to \$51,500**.
- **Three-quarters** of the audience for all advertising views on over-the top TV platforms is within the traditional **TV 18-49 demographic**
 - 56% -- come from Millennials 18-34; 27% are from Gen-Xers ages 35-54; 13% Baby Boomers 55+; and 4% Gen Z, those 13-17 years old.
- **More than half the US population already uses CTV** and this number will continue to grow
 - In 2017, 68% of all internet users and over 58% of the total population
- There are a wide variety of **CTV devices**
 - **Top 5 most popular** are Game console, Smart TV, Google Chromecast, Roku, Blue-Ray Player
- Millennials spend the most time with Video on Demand
 - Millennials spend an average of **9.5 hours** each week with VOD, GenX 6.4 hours, Baby Boomers 4.2 hours
- Most “**cord-cutters**” can still stream video
 - **84% of cord cutters have “advanced internet access”** such as a smartphone or home broadband subscription
- Over the top advertising (OTT) reaches a large audience
OTT reaches 19 million 35-49 year olds each month