

FAQs

Connected TV (CTV) and Over-The-Top (OTT) Advertising: The precision of digital marketing meets the effectiveness of TV

Q. What is Connected TV?

Connected TV (CTV) is a television set or device that is connected to the internet or has built-in internet capabilities. Examples include Smart TVs, Roku TV, Amazon Fire TV, Google Chromecast, and gaming consoles that enable users to stream online content.

Q. What is OTT?

OTT stands for over-the-top, initially named for devices that go “over” a cable box to give a user access to TV content. In OTT channels, content is delivered via an internet connection rather than through a traditional cable/broadcast provider. OTT media services can be viewed on TVs, smart devices, laptops, and desktops. Common OTT services include Netflix, Sling, Disney +, HBO Now, and Hulu.

Q. What are the benefits of advertising to Connected TV and OTT users?

The primary benefits of CTV and OTT advertising are the precise targeting and reporting capabilities that make this form of advertising similar to other digital marketing channels. Compared to traditional TV, CTV/OTT advertising enables marketers to reach addressable consumers and reports on actual viewer engagement, including website visits, sales, and in-store traffic.

Q. How does the pricing compare to traditional TV advertising?

In general, ad budgets for CTV and OTT are significantly less than traditional TV advertising and are more comparable to other forms of digital marketing. With CTV/OTT, advertisers pay for actual ad views, not ad placement.

Q. Are ads skippable?

No, ads are not skippable and are disabled for fast-forwarding.

Q. On which networks will my ads be seen?

We have access to top-tier networks such as Bravo, Fox, CNN, and other major networks.



Q. Video ads on other online services can be skipped after a period of time. What is the difference?

Those are considered video display ads, not commercials. The difference involves the bidding on available website placement inventory versus television inventory. Another benefit to CTV/OTT advertising is that these ads ensure that viewers watch to the end.

Q. Can I choose when and where my ads will be seen?

You may select specific platforms but it is generally more expensive. One key benefit of CTV/OTT advertising is that it centers on the intended audience or viewer as opposed to the channel.

Q. How do I select my audience?

You can choose to target a custom audience based on geography or demographic attributes, an existing acquisition list, or a loyalty list of current customers.

Q. Which reporting metrics are provided?

In general, we report on the following: performance by time of day, performance by day of the week, ad viewer demographics, top performing OTT devices, and favorite shows and networks.

Q. How quickly will my campaign begin?

48-72 hours after the Statement of Work (SOW) and creative assets have been received.

Q. How frequently can I expect campaign reporting?

At the end of each campaign.

Q. What ad format do I provide?

CTV/OTT video ad specifications are:

Length:

- 15-second minimum
- 30-second maximum

File Format:

MP4 format; MOV, FLV, and WEBM file formats are not supported

File Quality:

1080p (1920x1080)

Bitrate:

15,000 kbps to 30,000 kbps

File Size:

15-50mb, preferably compressed at 1.5 mbps

File Tags:

VAST; VPAID and MRAID tags are not supported