smaato

All You Need to Know About OTT and CTV

All eyes are glued to OTT and CTV. Why?

OTT stands for Over-the-Top

It means video content that's streamed over the internet, instead of by cables, satellite, or broadcast transmission.

CTV stands for Connected TV

A subset of OTT, CTV refers to internet-connected video-streaming devices, like Smart TVs, streaming sticks, gaming consoles, and more.

+29%

increase in CTV Ad Spend Globally - From 2020 to 2021, CTV ad spend increased nearly 30% worldwide.[1]

72%

of the US Population - the percentage of the US population projected to use OTT services by 2023.[2]

$34.49 Billion

in CTV Ad Spend - The amount spent on CTV advertising in the US alone by 2025.[3]

Cord Cutters

are viewers who are dropping cable or satellite, and moving over to OTT.

102 Million

The forecasted number of cord cutters in the US by 2024.[4]

Cord Nevers

are viewers who have always watched TV via OTT, with no cable or satellite subscriptions.

2 Billion

Global OTT Subscriptions - By 2025 OTT TV & Video Subscriptions will reach 2 Billion globally, driven from traditional TV subscriptions. That's nearly 25% of the world's population.[5]

2024

The year eMarketer predicts that non-pay TV households will exceed linear pay TV households for the first time.[6]

Ad Pod Bidding

Publishers who work with Smaato get to choose how they want to expose their inventory, whether per slot or per pod. When exposing a full pod, publishers get to set individual floor prices for each slot within the pod. They also get to choose how the inventory is auctioned.

3.7x Greater

On the Smaato platform, eCPMs are nearly four times more for podded inventory vs non-podded inventory.

81%

In the US, 81% of respondents were concerned about Ad Fraud and viewability challenges with CTV. Of that 81%, 24% were very concerned.[7]

Server-Side Ad Insertion (SSAI) and Dynamic Ad Insertion

Stitching ads into video streaming content on the server, before a user even begins watching. Doing so in-house eliminates the risk of SSAI fraud.

0

The number of competing ads that should run in a given commercial break. At Smaato, **competitor separation** is built into our platform, so no two ads from the same IAB category will run in the same pod.

$23.6 Billion

The anticipated OTT/CTV ad spend worldwide by 2023. That's a 16% increase from 2022.[8]

As you can see, the OTT and CTV growth opportunities are tremendous all over the world.

To learn more about the many monetization opportunities for OTT, or to learn how to boost your CTV advertising strategy, download a complimentary copy of our OTT/CTV Advertising eBook. Or, get in touch to learn about the unique features of Smaato's holistic OTT platform.

Read More

References:

[1] eMarketer, December 2021
[2] eMarketer, February 2022
[3] eMarketer, March 2022
[4] eMarketer, February 2022
[5] Juniper Research, January 2021
[6] eMarketer, September 2020
[7] Mediaocean, January 2022
[8] eMarketer, December 2021