The Growing Influence of OTT in Media Strategy

Reach streamers effectively and efficiently.

Inside this Presentation

OTT Reality Check

- Ecosystem
- Tiers

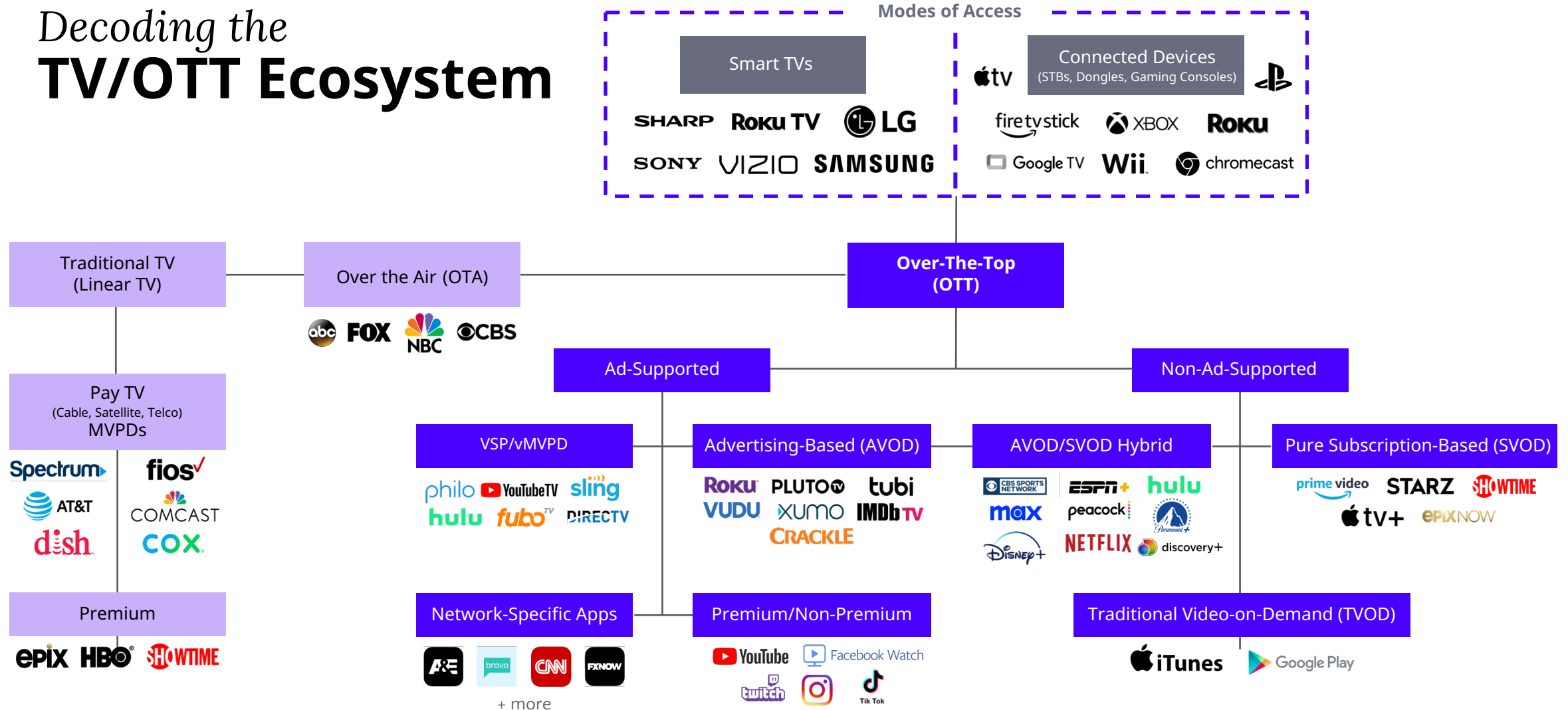## What Viewers Want: Connecting with Streamers

- Engagement
- Targeting
- Creative
- Attribution

Additional Resources

OTT Reality Check

The State of the State

Decoding the
TV/OTT Ecosystem

media now interactive

Modes of Access

Smart TVs
SHARP · Roku TV · LG · SONY · VIZIO · SAMSUNG

Connected Devices (STBs, Dongles, Gaming Consoles)
Apple tv · PlayStation · fire tv stick · XBOX · Roku · Google TV · Wii · chromecast

Traditional TV (Linear TV)

Over the Air (OTA)
abc · FOX · NBC · CBS

Over-The-Top (OTT)

Pay TV (Cable, Satellite, Telco) MVPDs
Spectrum · AT&T · fios · COMCAST · dish · COX

Ad-Supported

Non-Ad-Supported

VSP/vMVPD
philo · YouTubeTV · sling · hulu · fubo TV · DIRECTV

Advertising-Based (AVOD)
Roku · PLUTO tv · tubi · VUDU · XUMO · IMDb TV · CRACKLE

AVOD/SVOD Hybrid
CBS SPORTS NETWORK · ESPN+ · hulu · max · peacock · Paramount+ · Disney+ · NETFLIX · discovery+

Pure Subscription-Based (SVOD)
prime video · STARZ · SHOWTIME · tv+ · ePIX NOW

Premium
ePIX · HBO · SHOWTIME

Network-Specific Apps
A&E · bravo · CNN · FXNOW
+ more

Premium/Non-Premium
YouTube · Facebook Watch · twitch · Instagram · Tik Tok

Traditional Video-on-Demand (TVOD)
iTunes · Google Play

The Information

EXCLUSIVE | APPLE MEDIA/TELECOM

Apple Hires Ad Executive for Apple TV+, a Sign of Apple's Video Ad Ambitions

By Sahil Patel | Feb. 24, 2023 11:28 AM PST

THE WALL STREET JOURNAL.

◆ WSJ NEWS EXCLUSIVE | MEDIA & MARKETING

Amazon Plans Ad Tier for Prime Video Streaming Service

Discussions come as ad buyers have been pushing for more access to premium shows and movies

By *Jessica Toonkel*

Updated June 7, 2023 1:04 pm ET

TV with Ads Isn't Going Anywhere

Major industry players continue to shore up ad-supported streaming.

The Switch to Streaming (from Linear) Continues

Ad supported video streaming and daily time spent viewing is rising.

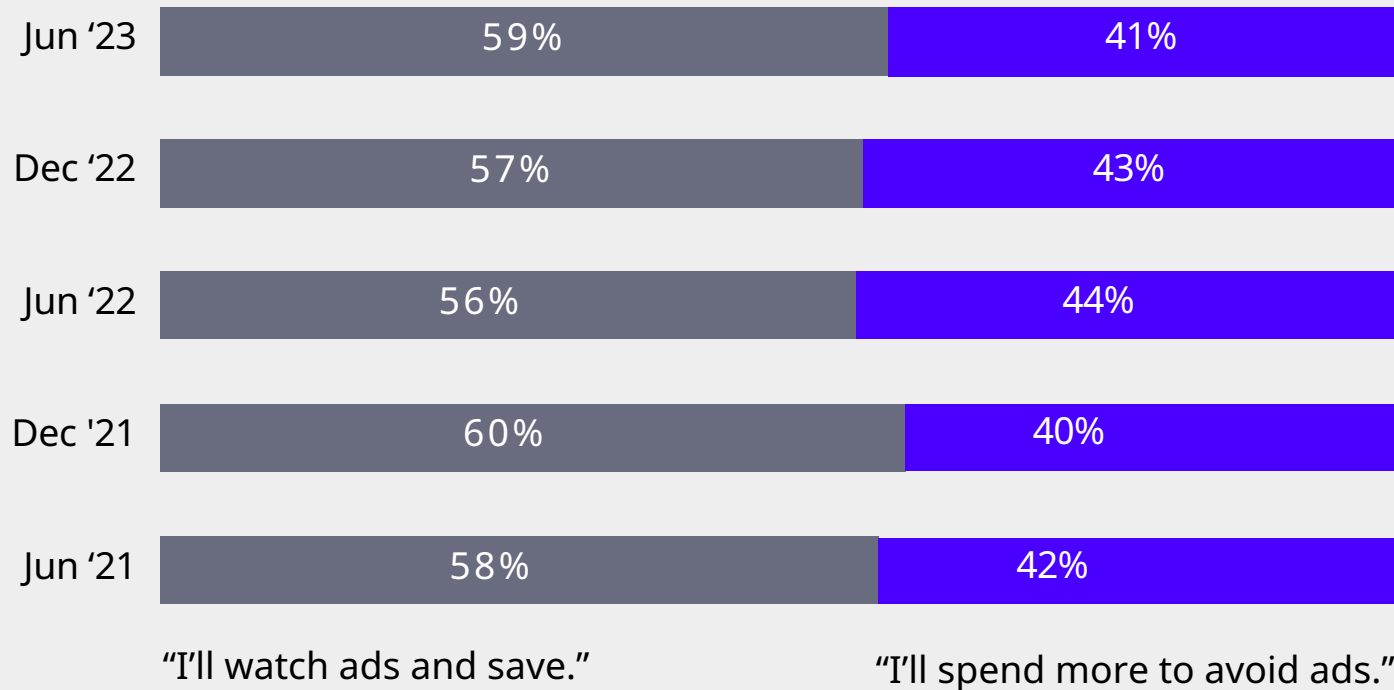| $25B	93%	1 hr 51 min
2023 expected CTV ad expenditure (an increase of 22% from 2022). Growth expected in 2024 of $29B.	of consumers plan to add another paid streaming service or maintain all their existing subscriptions.	Spent watching daily, a stat expected to increase annually.

Which statement comes closest to how you feel about ads?

Jun '23	59%	41%
Dec '22	57%	43%
Jun '22	56%	44%
Dec '21	60%	40%
Jun '21	58%	42%

"I'll watch ads and save." "I'll spend more to avoid ads."

Viewers prefer to pay less with ads than to pay more to go ad free.

Who doesn't want to save money?

Consumers will watch ads if it means saving $4-$5 a month.

What Viewers Want

Strategies and Measurement for OTT Campaigns

Consumers Demand & Expect Engagement Elements with OTT

Over 94 million smartphone users are projected to scan a QR code in 2023, rising to 102.6 million by 2026.

Retailers are increasingly using advanced technology to engage with consumers.

QR codes provide brands a direct line to connect with consumers.

QR technology is bridging the gap between online and in-store behaviors.

Source: eMarketer, 2023 "How QR Codes Help Marketers"

Design-Forward QR Codes on TV Ads

Proprietary QR code design for TV

Controlled Border Size

The code design features a controlled border so that the inner data pattern is as large as possible within the code.

Tested From Varying Distances

Rigorous analysis uncovered that the average TV size is 42", and the average distance from TV is 6-8 feet, maximizing the ideal QR code size.

Data Pattern Specifications

Dense icons are used so that they can be easily recognizable on various TV screen sizes and resolutions.
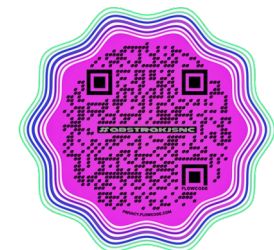
Consistency Across Codes

The code design creates a template where the width and code size are consistent across all codes to promote adoption.
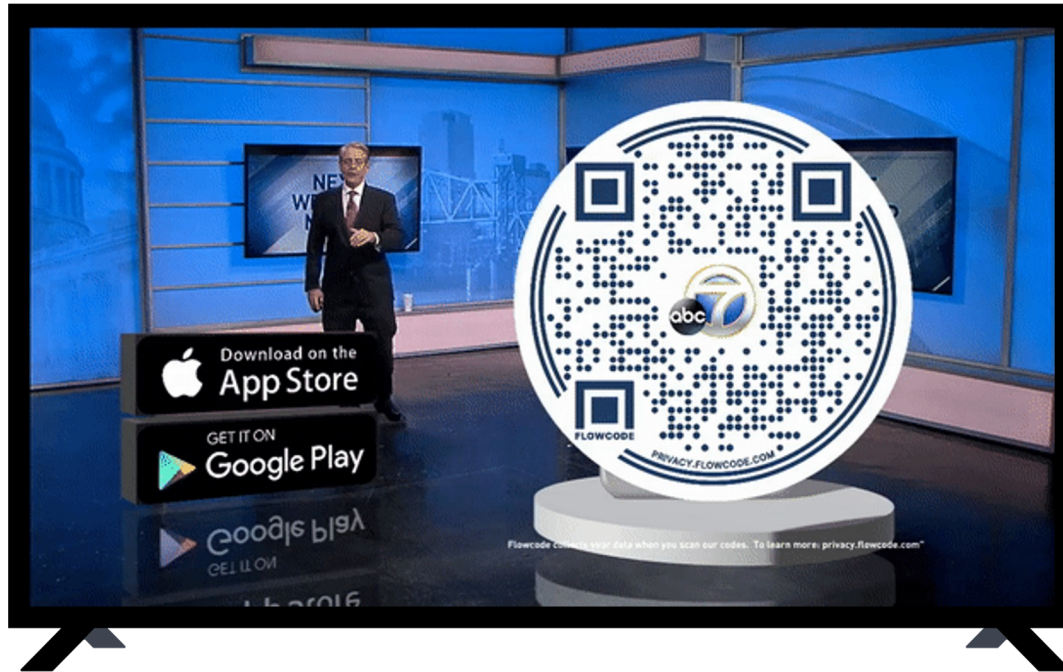
Turn this:

Into this:

OTT Targeting

*IP-based segments provide insights and targeting abilities
not traditionally available in the streaming video environment.*

Demographic

Target specific age groups—by gender, by household income, or by education level—to find your audience where they're streaming.

Intenders

Target consumers who are definitively in-market for certain goods and services, like new cars, technology, healthcare or financial services.

Affinity

Target consumers who have an affinity or a particular interest,(i.e. sports, entertainment, travel, or specific products).

Automatic Content Recognition (ACR)

Target TV viewers on an IP level. Know which shows, commercials, and tentpole events consumers are watching to drive relevant ads or competitive conquest.

How often do you sit through an ad?

Attention Grabbers:

- **Keep Ads Short**
  Most people skip ads on OTT as soon as the "skip ad" button shows up.

- **Pay Attention to Formatting**
  Your ad may look great on the big screen, but how does it look on a smartphone? Make sure to format for all types of devices.

- **Be Relevant**
  Take time to get know your audience and create a personalized experience that will build trust and turn viewers into customers.

- **Make it Easy**
  Provide an additional touchpoint by incorporating a QR code into creative to continue the conversation with engaged prospects

Why It Matters:

- **Reduce Ad Fatigue**
  Ads within relevant content drive 3.1x more viewability vs Instagram speed scrolling.

- **Drive In-View Attention**
  Large programmatic display ads drive higher in-view attention time vs creative within social feeds.

- **Avoid Questionable Content**
  Social channels continue to see a record- breaking number of content pieces being removed for various reasons, trust in programmatic environments.

OTT Captures Viewers of All Ages

With the TV as a gathering point for many modern families,
it's no surprise that OTT viewership reaches across the generation gap.

Generational Messaging Tactics

Pre-Boomers (1925-1945)
- Direct Mail
- Magazines
- Desktop
- Native
- Linear TV
- Social

Baby Boomers (1946-1964)
- Cross-platform
- Influencers
- Native
- OTT/CTV
- Magazines
- Search Social

Gen X (1965–1980)
- Magazines
- Traditional Media
- Mobile/Desktop
- Digital Video
- OTT/CTV
- Social
- Linear TV

Millennials (1981–1996)
- Experiential
- Magazines
- Cross-Platform
- OTT/CTV
- Podcasts
- Social
- Cause Marketing
- Linear TV
- YouTube

Gen Z (1997–2010)
- Cause Marketing
- Experiential
- Mobile
- OTT/CTV
- Social Platforms
- Digital Video
- Podcasts

Gen Alpha (2011–Present)
- Cause Marketing
- Environmental Messaging
- Experiential
- OCC/CTV
- Social Platforms
- Video Games
- YouTube

OTT Reporting & Attribution

Full-funnel planning and buying deserves full-funnel reporting.

Impressions

Delivery metrics by day, device type (CTV vs, Mobile vs. Desktop), by geo, by publisher, and by creative.

VCR & Views

We provide a VCR above 90% for every OTT campaign, and show views and VCR by quartile, publisher, and creative.

Reach & Frequency

As linear budgets shift toward OTT, we know advertisers like to compare apples to apples, which is why we show true reach and frequency for every campaign we run.

Foot Traffic

Trying to boost brick- and-mortar traffic? Using our device graph, we can tell you if your OTT campaign resulted in physical lift.

Site Traffic

Place a pixel on your website, to track all the traffic that resulted from your OTT campaign.

Online Checkouts

Make sure your checkout process has a pixel on the confirmation page to match every checkout to an OTT impression.

Motto

Conversion Attribution Reporting for Video, OTT, and Digital Audio

Proprietary line-of-sight ROAS reporting on how conversions are driven.

How It Works

- Activate your video, OTT, or Digital Audio campaign against our extensive library of inventory.

- Motto reports by placement on key attribution metrics, such as Foot Traffic, Site Visits, Online Checkouts, or App Installs, to undercover placement ROI.

- Leverage learnings for future campaigns.

Our Advantages

- Fully Transparent and Granular Conversion Reporting for Video

- Custom Visual Platform

- Simple View of Data Analysis

- On-Demand
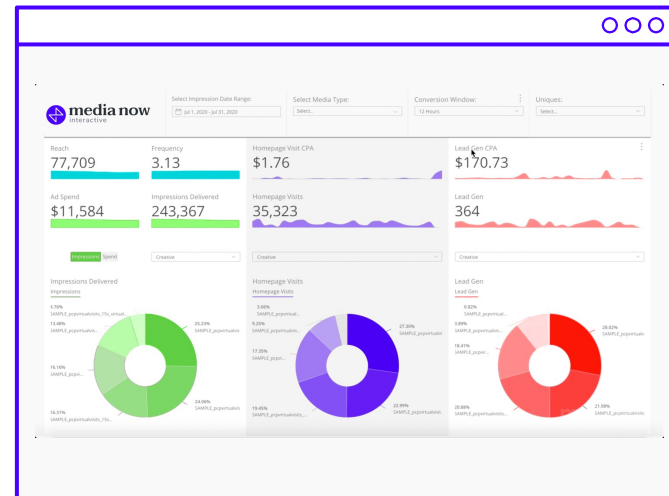
Did You Know?

Seeing is believing. Numbers don't lie.

Unlocking the full potential of the consumer journey and the messaging touchpoints.

The OTT Advantage

Key Takeaways:

- OTT is growing faster than ever before.

- OTT delivers a more engaged and higher-quality viewer experience.

- OTT video is more accessible and engaging.

- OTT provides a more personal viewing experience allowing for more precise targeting

- OTT performance is measurable.

OTT Resource Center

Additional Considerations

What's What? OTT Glossary

Over the Top (OTT)

Content that goes "over" your cable box to give you access to TV content. In other words, it delivers content using an internet connection as opposed to a cable or broadcast provider.

Connected Television (CTV)

CTV devices connect your TV screen to the internet, whether by stick, dongle, gaming console, or hardware built into the TV itself.

Live Streaming

Content being streamed in real time over the internet. This live content is usually delivered by a paid streaming service or directly by the network.

Full-Episode Player (FEP)

Professionally produced, TV-like content that can appear on any device type, across both apps and web browsers.

Video On Demand (VOD)

Professionally produced, TV-like content that can appear on any device, across apps only.

Ad Based Video On Demand (AVOD)

Video On Demand content that is advertising enabled.

Virtual Multichannel Programming Distributor (VMVPD)

Apps that act as direct replacements for traditional cable services, meaning they aggregate traditional networks into a bundle, have a guide, and are live streams. Also referred to as linear OTT.