

How would you define OTT (Connected TV) Advertising?

Asking this question of OTT Advertising Platforms at least gives you a sense of how experienced they are in this space because it's still relatively new and some people will have differing definitions of it.

We would define OTT Advertising as an emerging creative channel within digital advertising, allowing for the placement of video Ads on mobile Connected TV and big screen devices to reach TV viewers through emerging devices such as Roku, Amazon Prime, Sling TV, Direct TV Now, Twitch, and more.

The beauty with OTT and Connected TV advertising is it is Programmatic TV targeting and focused on reaching your core audience where they go to watch their streaming channels. So for example, if you want to reach African-American Mother's between the ages of 35 and 40 who like avocado and could be driving a new vehicle, you can in fact reach that audience with OTT advertising, whereas with traditional TV, it may be a little more difficult to achieve that precise level of targeting.

