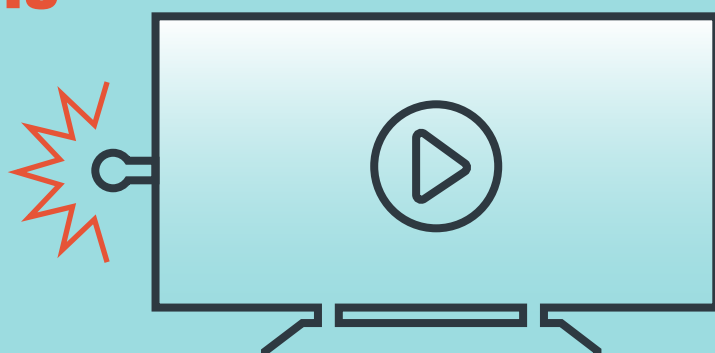


Rating Success:

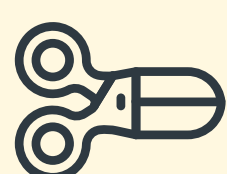
How Connected TV is ending Traditional Advertising's Long-Running Legacy

Connected TVs (CTV) are televisions

that are connected to the internet and can stream digital content through preloaded apps or over-the-top (OTT) devices, like Roku®, Hulu®, Amazon Fire TV®, Tubi®, Chromecast® and more.



Connected TV advertising turns viewers into customers



Cord-cutting is soaring – fast

Streaming service offers consumers the channels they want for a lower price and minus the commitment

Households pay an average of **\$217.42** per month for their cable package — often, more than all other utility bills combined
(Barnes, Jess, "The Average Cable Bill Costs More Than All Other Utility Bills Combined," Cord Cutters News, March 11, 2020)

Cord-cutting and cable-less households will increase **44%** by 2023
(eMarketer, July 2019, US Population)



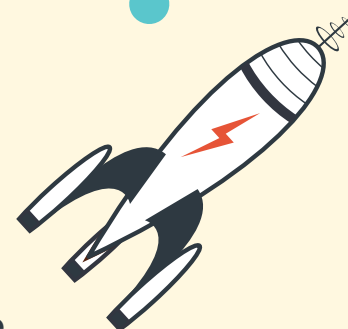
Reach a larger audience

An ever-increasing number of U.S. households are now reachable through Connected TV

80% of households have at least one Connected TV device
(Leightman Research group)

By 2023, CTV households are expected to increase to **82%**
(eMarketer, Connected TV Households, July 2019, US Population)

40% of adults watch CTV content daily
(Leightman Research group)



It's on the money

Marketers are spending more on CTV ads than ever before

>50% of advertisers are shifting dollars from traditional to CTV
(IAB U.S. 2020 Digital Video Advertising Spend Report*)

Brands are projected to spend **\$11B** on CTV ads in 2021
(eMarketer, 2020)



Coming-of-age marketing opportunity

Now more than ever, targeting key generational demographics plays an important role in successful marketing campaigns

Connected TV viewers in 2020:

- **45.7** million Gen Z
- **56.5** million Millennials
- **48.5** million for Gen X
- **32.8** million Baby Boomers

(Benes, Ross, "US Connected TV Advertising 2020, A Surging Channel in an Uncertain Year," eMarketer, November 10, 2020)



It's where the marketing magic happens

Targeting: With ultra-detailed targeting capabilities of CTV, your messages are aimed at viewers most likely to respond.

Results: Really see campaign outcomes through advanced digital metrics.

Delivers quantifiable, real-time results

Measure results of your Connected TV campaigns with advanced performance metrics, like:

- Conversions
- Site and page visits
- Individual ads
- Locations and times



Cash in on above-average interest and engagement

49%

of consumers perceive ads on Connected TV as more relevant than traditional TV

Stream relevant ad content with frequency and impact

A multichannel advertising strategy that includes CTV and OTT is essential to delivering clear and targeted messages to an engaged audience that's ready and willing to act.



Learn how Vericast makes it possible to connect with precision and reach to real-world streaming TV audiences

Call 1.800.351.3843

Email contactHC@harlandclarke.com

Visit vericast.com/DigitalAdvertising

VERICAST