

# CONNECTED TV ISN'T JUST COOL, IT REALLY WORKS

Findings from our new survey illustrate how CTV sparks real commerce

## CTV REALLY GETS TO PEOPLE

With most viewers using streaming services, CTV offers brands more opportunities to connect with an interested audience



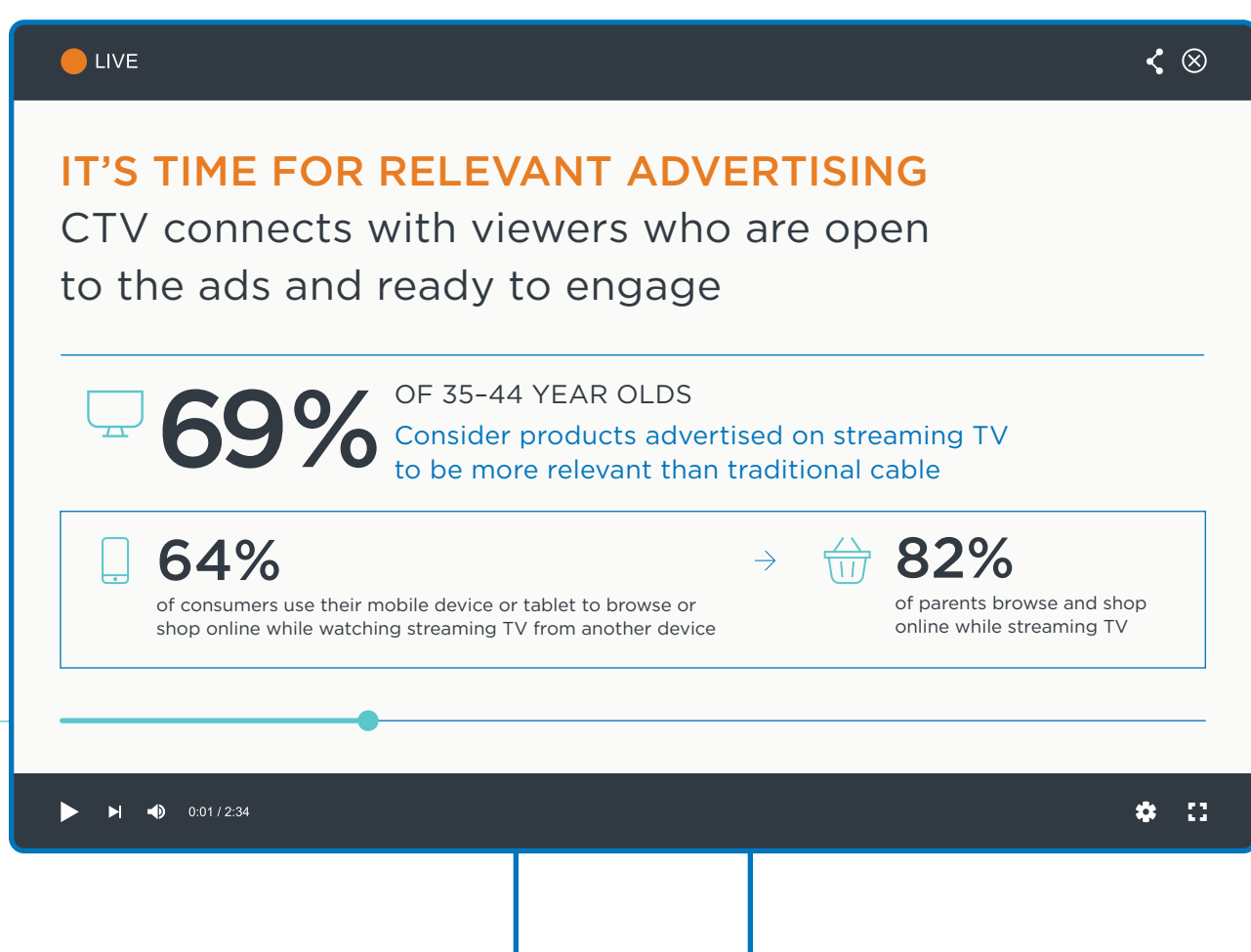
**54%**

ARE WILLING TO VIEW ADS IN STREAMING TV SERVICE FOR A LOWER SUBSCRIPTION COST

**59%**  
of 18-24  
year olds

**64%**  
of 25-34  
year olds

**69%**  
of 35-44  
year olds



## SPARKS REAL ACTION

CTV SPARKS YOUR AUDIENCE TO ACT, MOTIVATING PURCHASES

