

TTD Addressable OTT/CTV capabilities



INTRODUCTION

Here with you today



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What is Connected TV?

TV's impact. Digital's precision.

A Connected TV (CTV) device is the biggest screen in the household, delivering premium TV content through a connection to the internet.

MORE DEVICES



SAME PREMIUM CONTENT



The shift from
linear to CTV is
accelerating at
a faster rate



We've reached the tipping point

Marketers can reach more CTV households than traditional pay TV



US CTV households reach over

87M+

in 2022



Cable subscriptions in US estimated to fall below

<68.5M

in 2022

The shift of live sports to digital has accelerated





65% of U.S. adults 18-34 turn to streaming to get their sports fix



50% of NFL viewers stream **6+ hours of live sports content weekly** on streaming services or recorded TV



29% of regular sports viewers report that they will watch whatever programming is on following the event.



Seize the chance to capture engaged viewers in a competitive live sports advertising market — with no barrier to entry or minimum CPMs required.

ACCESS TO



ACROSS PREMIUM PARTNERS



theTradeDesk



**And if Live Sports are
expanding into
Streaming and CTV,
then its sure to
impact the upfronts...**

Every major media company has leaned in and created their own streaming platform

MEDIA COMPANY

NBCUniversal

VIACOMCBS

FOX

WarnerMedia™

STREAMING PLATFORM

peacock

Paramount+

tubi


discovery+

HBO
max

The upfront landscape is evolving



Networks pushed advertisers to shift **20-30%** of their linear upfront budgets into media company-owned CTV platforms in 2021



60% of linear TV viewership in the US comes from adults ages 55+²



Upfront cable primetime CPMs for the 2021–2022 season continued to rise

Leverage a connected TV Marketplace with upfront-ready partnerships

First to access



First DSP with always-on PMPs through Turner Sports



First to access STB VOD inventory



First look access



First to market with addressable inventory



First to access



Largest buyer of Samsung & Vizio Inventory



First time access to live NFL games



First programmatic execution of upfront specific packaging



First DSP to access livestream NHL playoff, ESPN live, and NCAA football inventory



First to launch live sports



First DSP to launch first look access to header integration



First to integrate directly

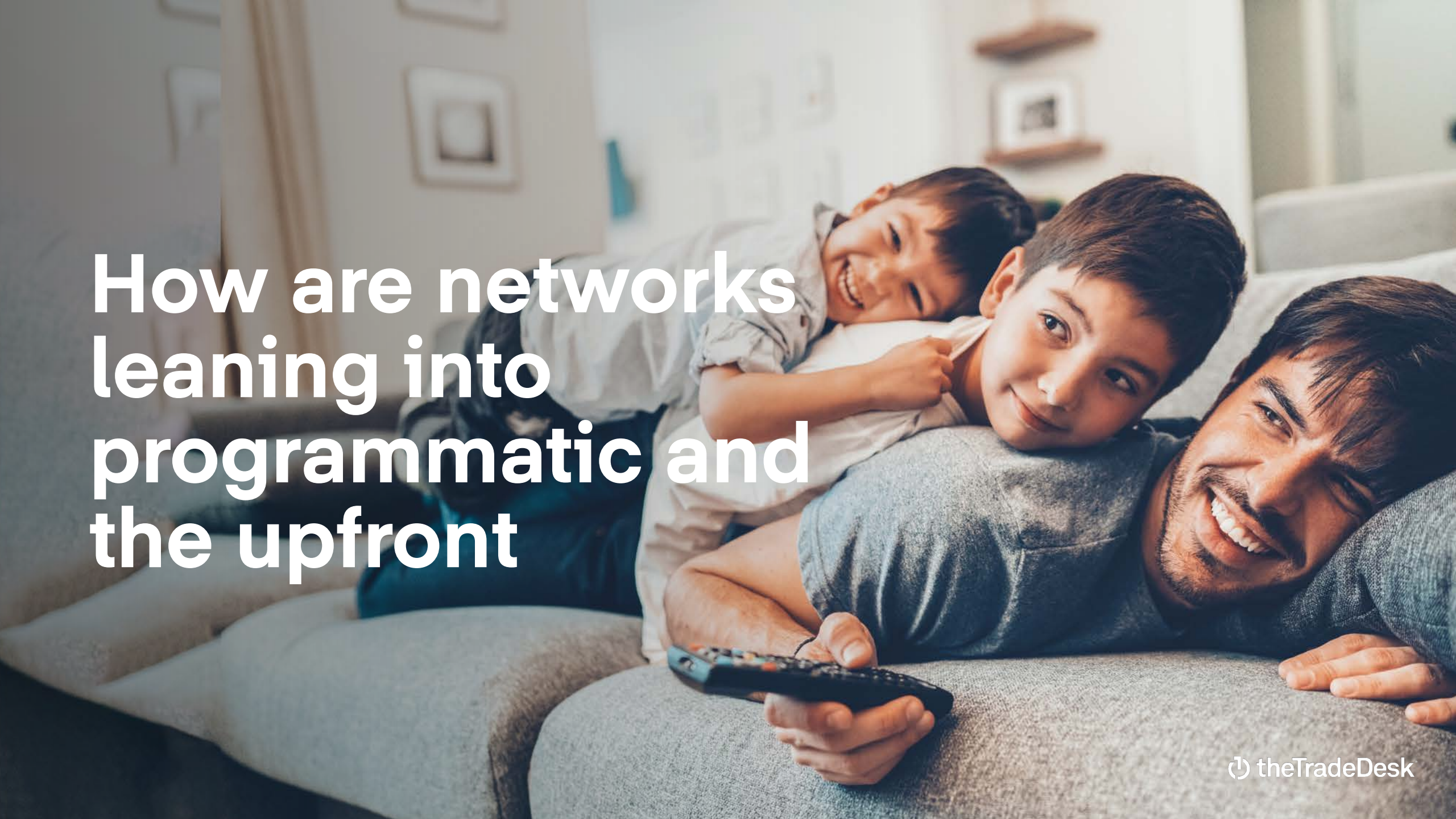


First DSP with access to original content



First premium CTV publishers to publicly support UID2

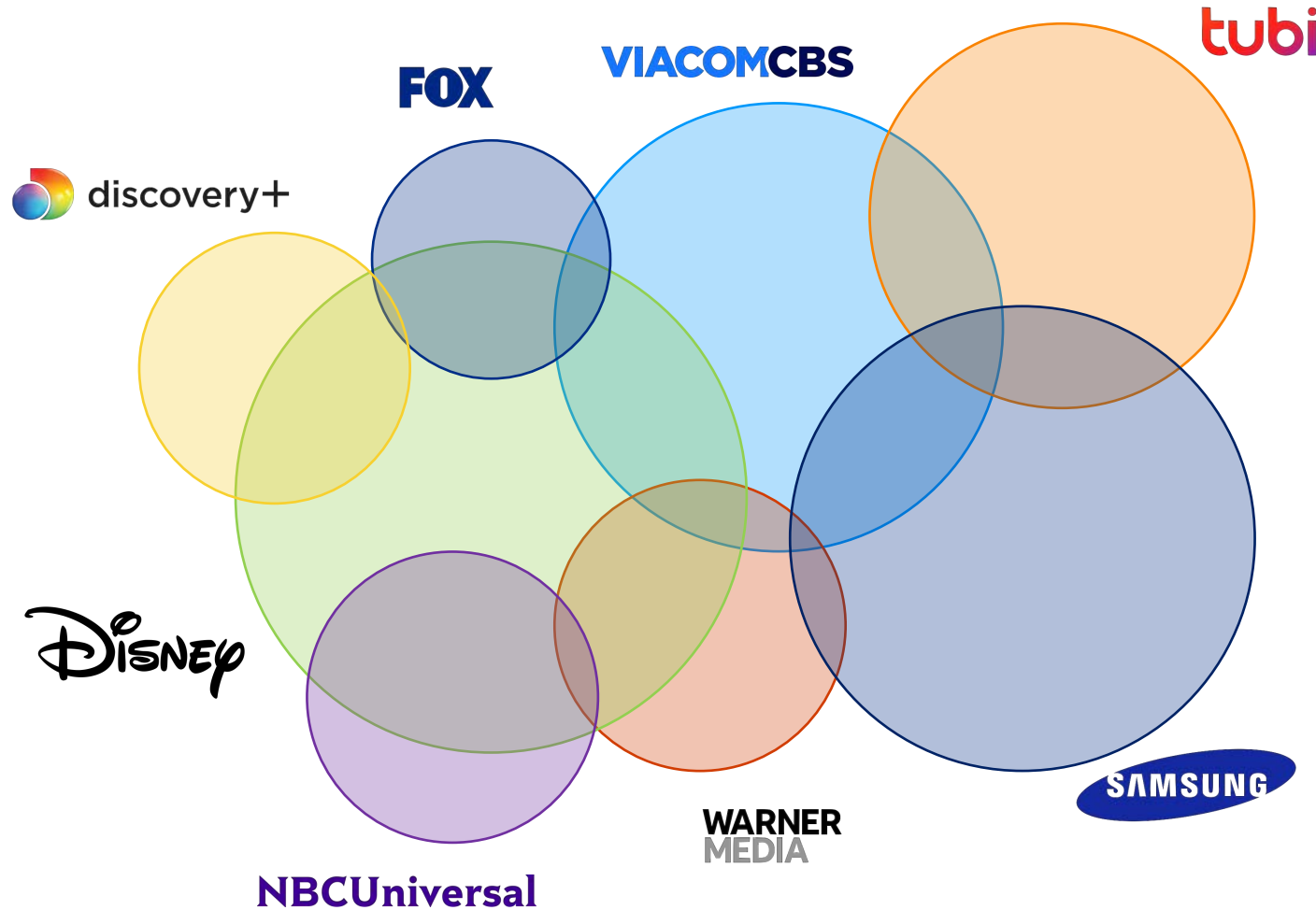


A photograph of a man and two young boys sitting on a grey couch in a living room. The man, on the right, is smiling broadly and holding a black remote control. The boy in the middle is leaning his head on the man's shoulder and looking towards the camera. The boy on the left is leaning back and laughing. The background shows a white wall with framed pictures and a window with curtains.

How are networks leaning into programmatic and the upfront

A unified buying approach matters more than ever

Utilize TTD CTV Reach and Overlap insights to understand HVA reach and overlap by publisher



68%

of HHs were reachable through more than 1 source

15%

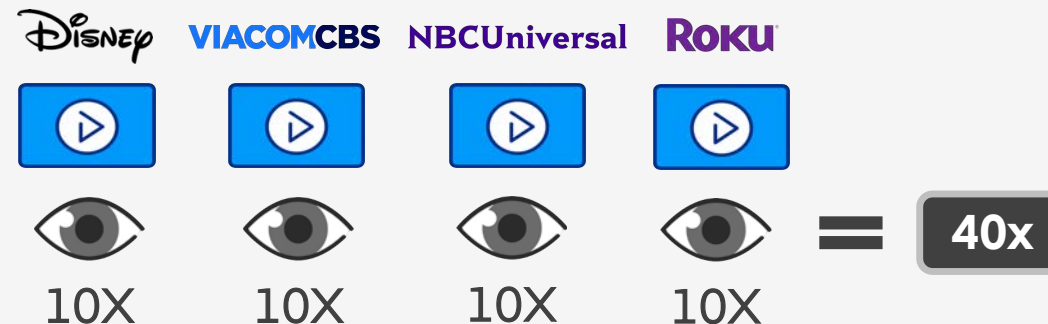
of HHs were reachable through more than 10 inventory sources

Solve for the fragmented consumer experience with holistic frequency controls

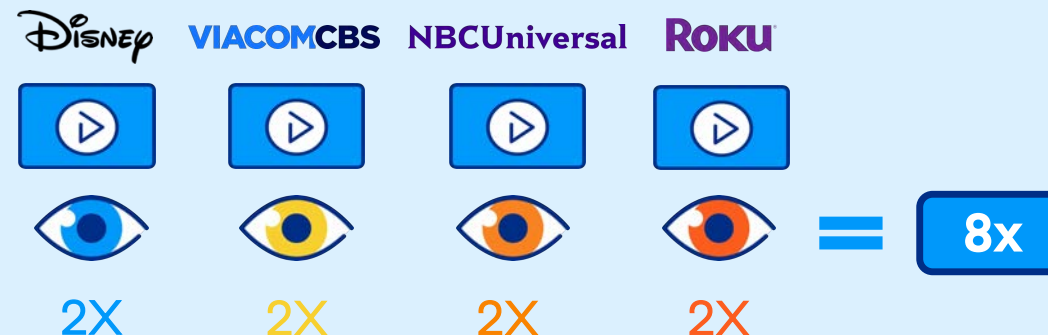
Drive more efficient reach against HVAs through frequency controls across all inventory sources

- ✓ Optimal frequency
- ✓ Better consumer experiences
- ✓ Avoid oversaturation
- ✓ Drive business outcomes and measure the impact

Direct buying can lead to over/under saturation



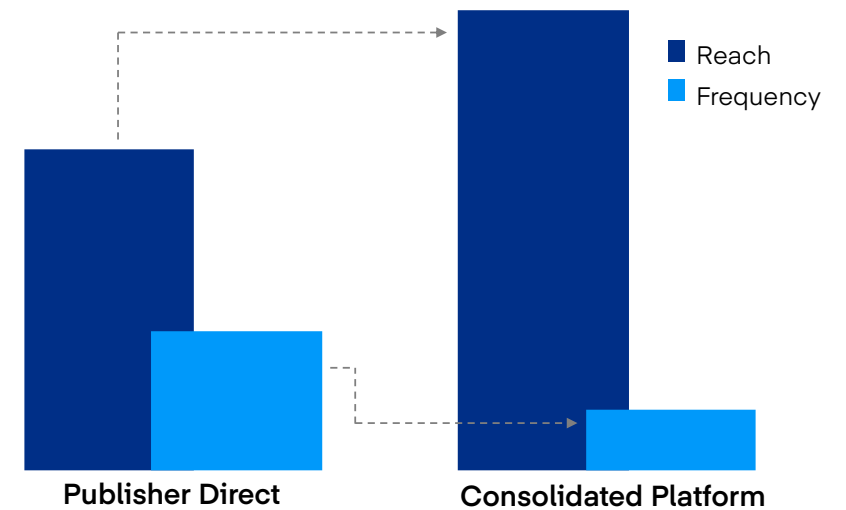
Unified buying delivers control: same inventory, more reach



Optimize your upfront investment

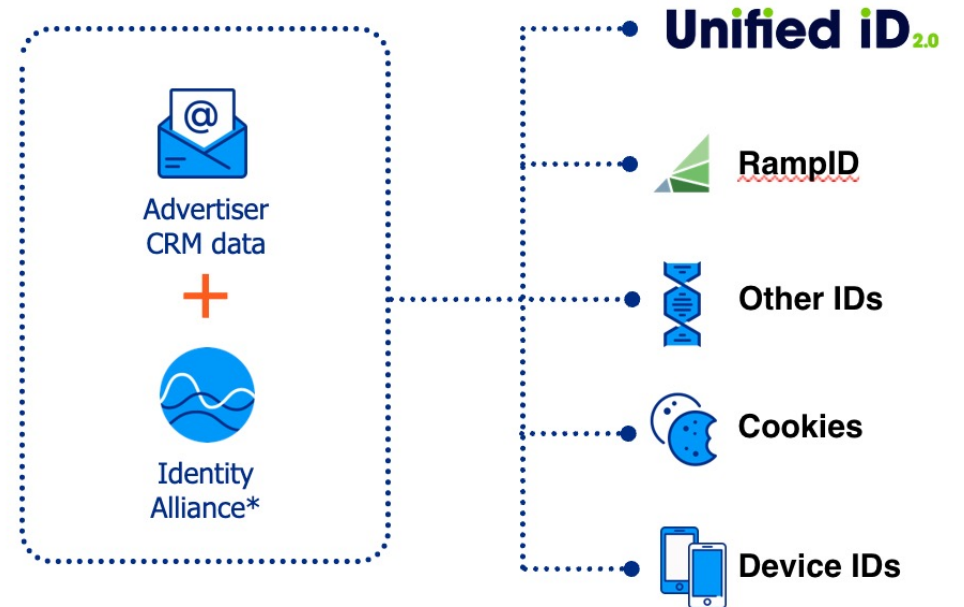
CASE STUDY: Major household cleaning products brand

Consolidated upfront buying with The Trade Desk decreased oversaturation by 57% resulting in a 42% increase in reach



Identify your audience with an open platform

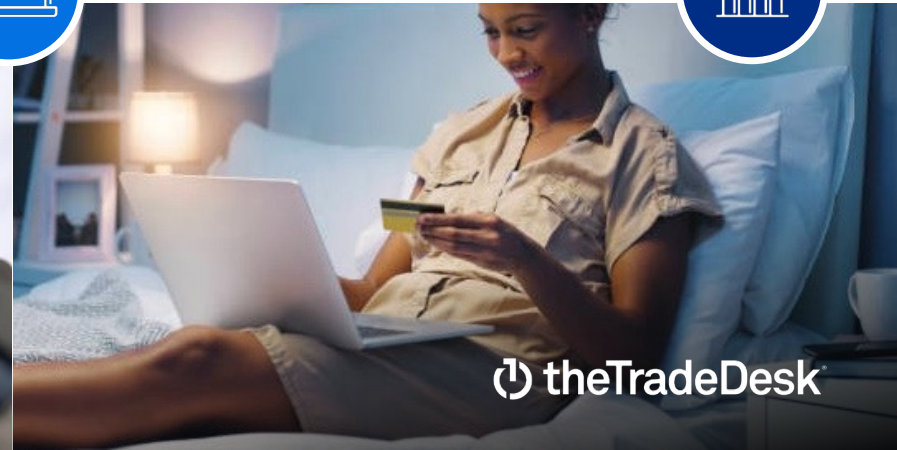
Target over **178 million** internet users via UID2 month- over-month



*Our proprietary cross-device graph.

Create meaningful connections through holistic frequency across all channels to drive

A single, holistic view of your customers and the opportunity to speak to them at all phases of their journey.



Key benefits of a consolidated CTV Approach

Maximize audience reach across premium CTV content from major broadcasters

Leverage decisioning to control your TV buying cost efficiencies and performance through precise targeting

Holistic frequency control for a better consumer and brand experience

Use insights and measurement to inform upfront allocations and future negotiations



Thank you!

