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australia

announced connected tv

x.

August 2021

introduction.

In 2020, IAB Australia and the Video Council produced the [Connected TV Guide](#) to help the industry demystify Connected TV by giving publishers, agencies, marketers and brands the tools they need to further understand the product.

As we move into FY22, we can cover off the next phase of CTV and provide a more detailed explanation on the technical capabilities of Connected Television as well as diving deeper into what those opportunities mean for agencies and advertisers.

To kick things off, let's have a quick recap on the benefits of buying CTV including:

- Reach elusive audiences
- With cord-cutting continuing to rise, CTV allows you to reach audiences wherever they watch
- Not skippable
- Effective targeting
- Real time reporting and optimisation
- Omni-channel strategy to expand reach.

In this paper we will cover the updated data on consumption and revenue trends of CTV, the technical considerations when it comes to buying into CTV and what they mean, the benefits of buying CTV programmatically and the top tips when planning for a campaign that includes CTV.

iab video council.

IAB Australia thanks the following companies for contributing to this annex:



F:NECAST

inMOBI

Magnite

matterkind

PubMatic

theTradeDesk

verizon

xandr

chapters.

- page 5-11: Updated data on consumption and revenue trends of CTV
- page 12-29: The technical considerations when it comes to buying CTV ads
- Page 30-33: Benefits of Programmatic CTV
- Page 34-37: Top tips when planning for a campaign that includes CTV
- Page 38-39: Conclusion & further reading

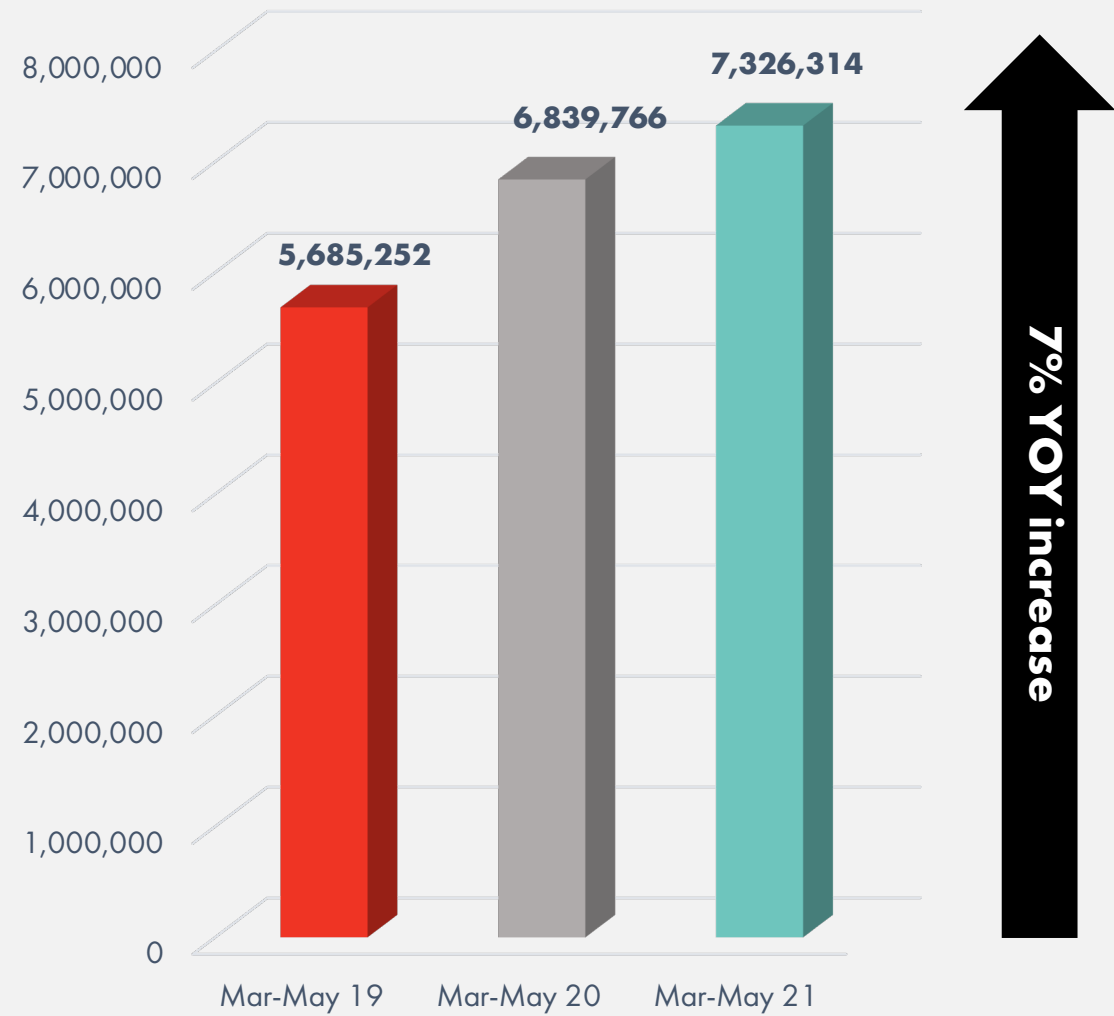


**consumption and
revenue trends of CTV.**

connected tv audience continues to grow.

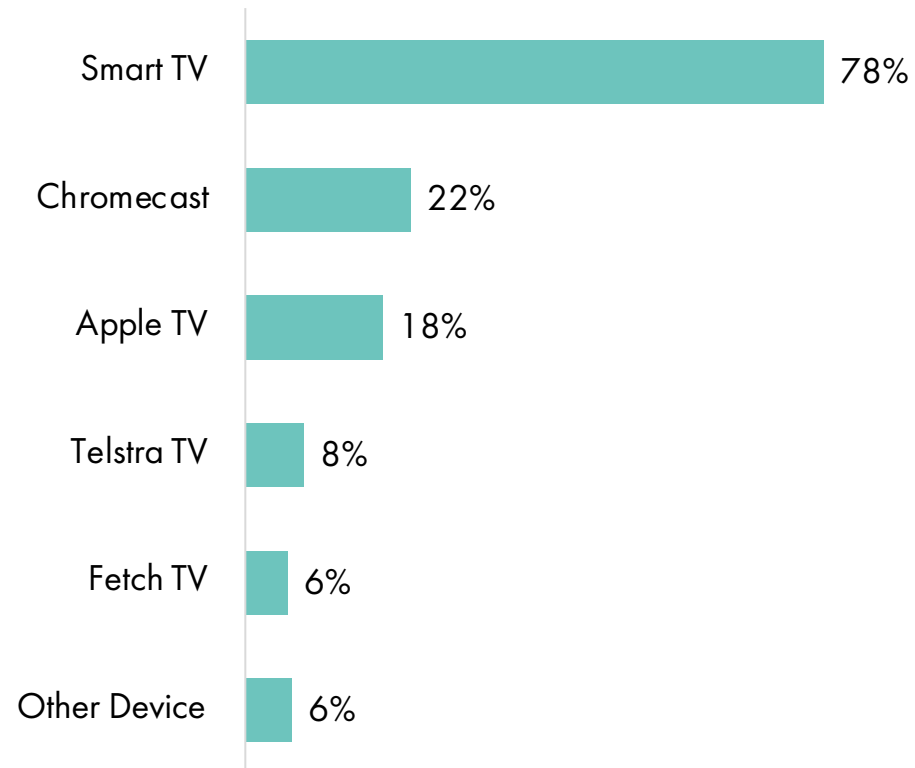
**11 million
Australians**
have ever viewed Internet
content on a TV screen,
**over 7 million
view daily.**

view internet content on a connected tv daily



connected tv viewing is mostly via a smart tv.

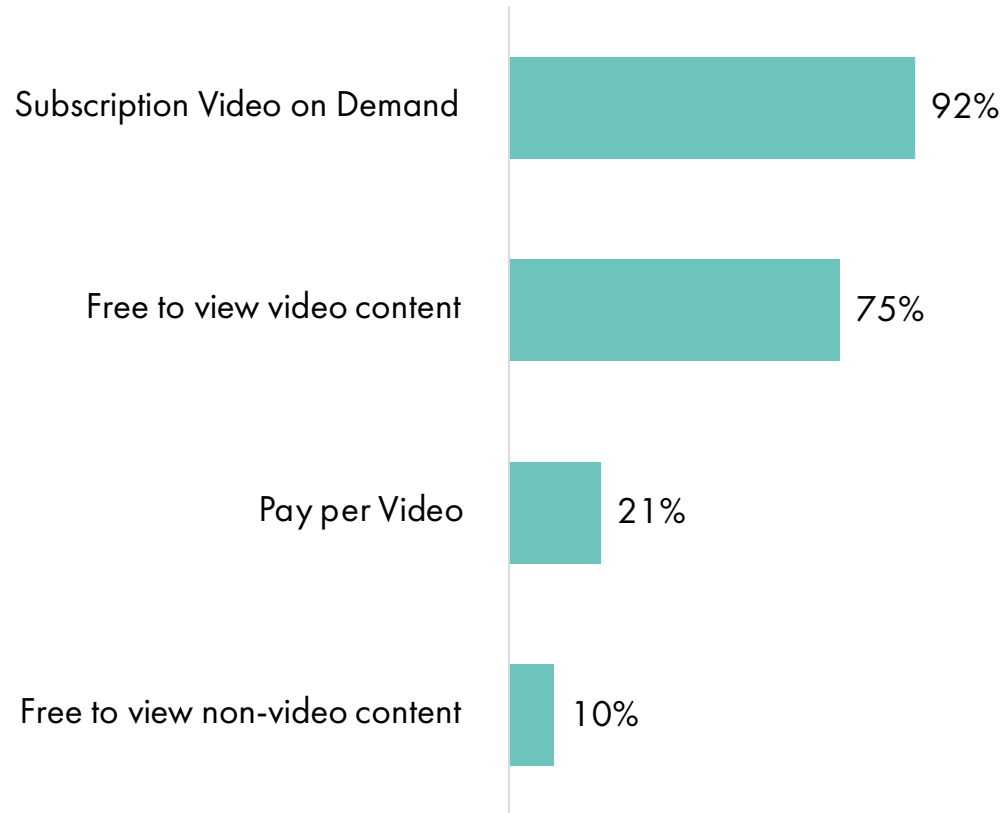
devices used to view internet content on tv
(amongst those ever viewed)



various ways to
access CTV
content have
increased over the
last year.

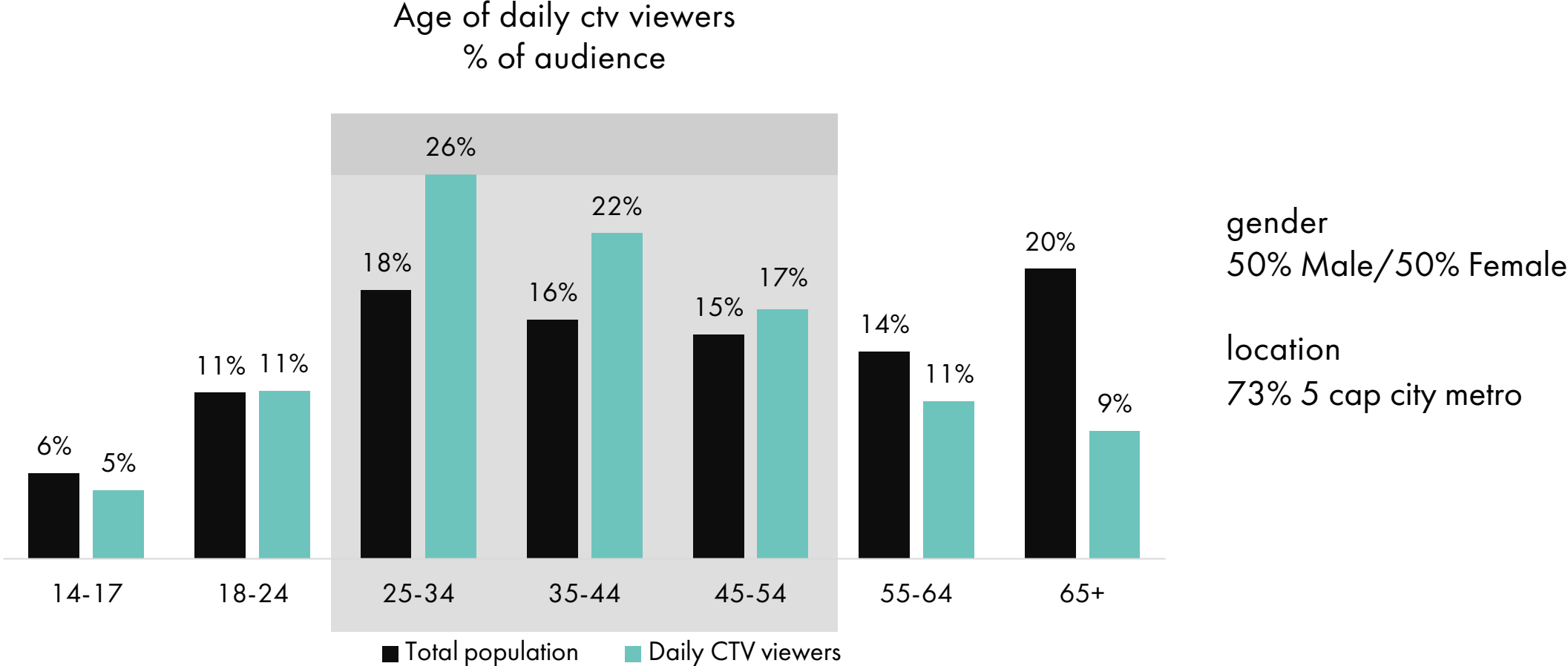
there is **significant and growing audience** for free to view, ad supported content on CTV.

internet content viewed on tv
(amongst those ever viewed)



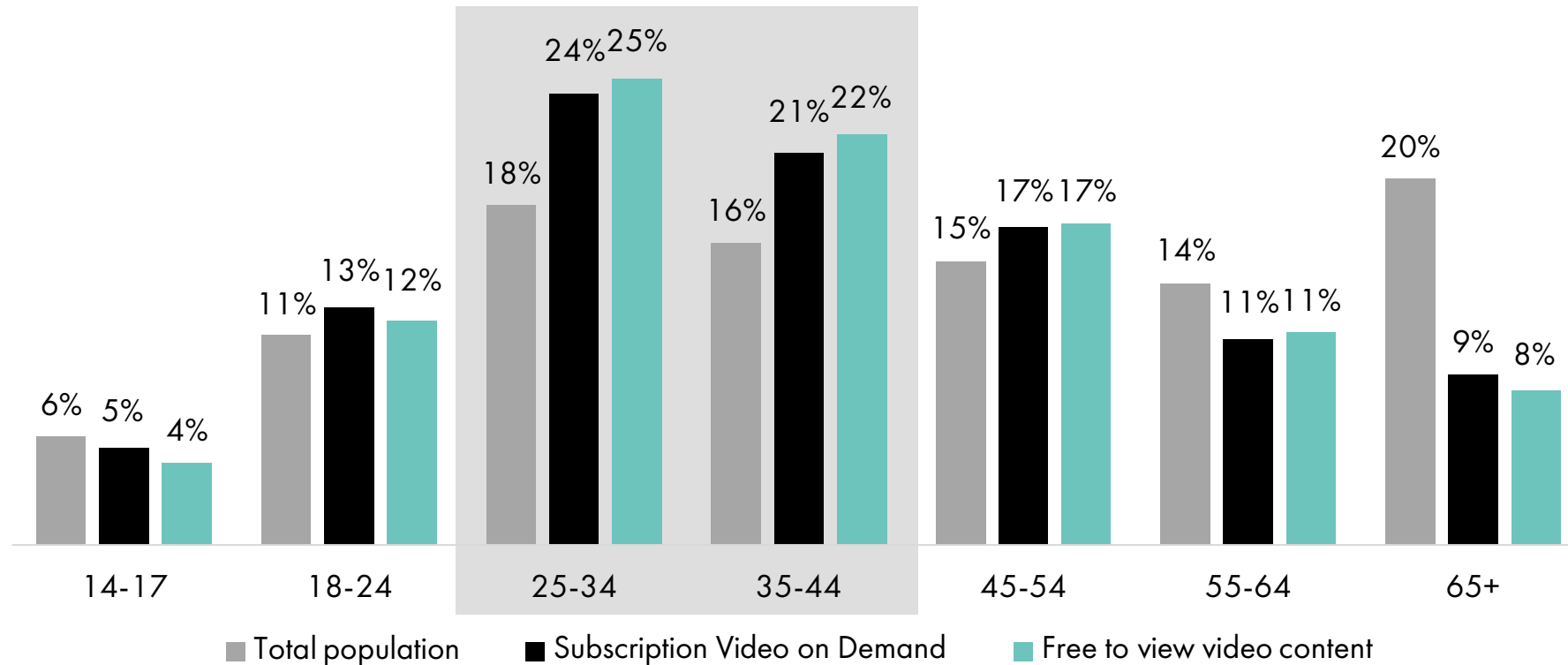
over 8.2 million have watched free to view video content on CTV (such as YouTube, BVOD), with audience growing 16% year on year.

4.7m Australians aged 25-54 view internet content on a connected tv everyday (45% reach).



free to view and subscription on demand video audiences both likely to be aged 25-44.

age of daily CTV viewers by content type
% of audience



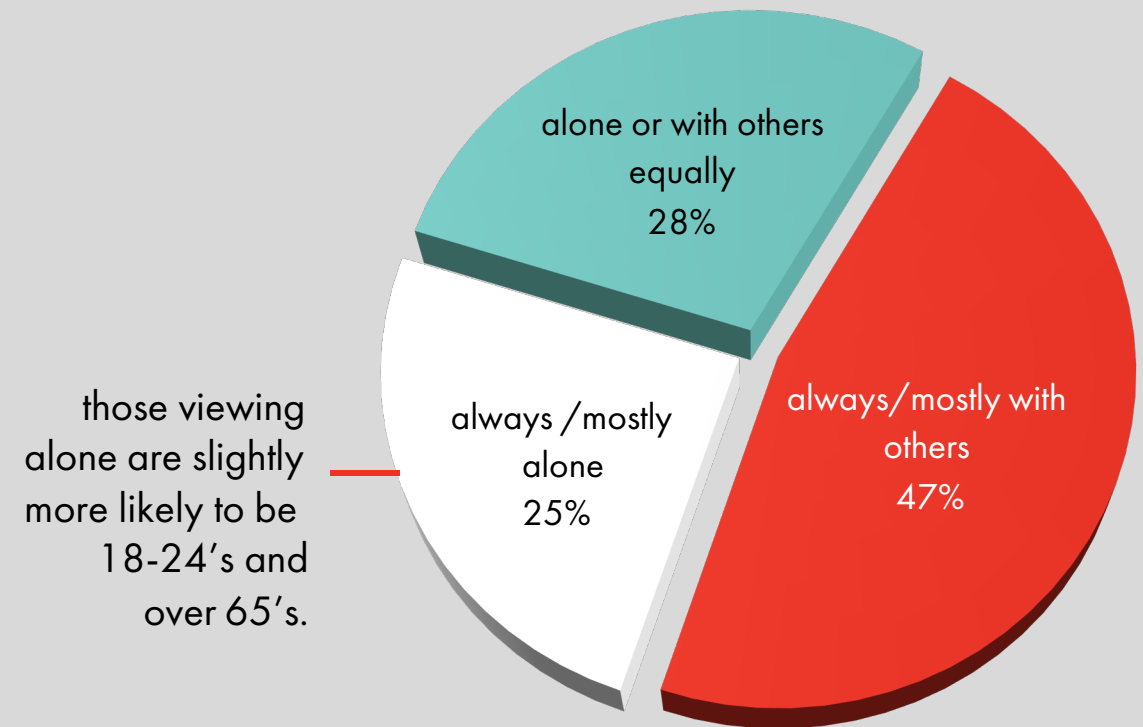
gender
50% Male/50% Female

location
73% 5 cap city metro

**connected tv
viewing is done
mostly with
others.**

internet content on tv viewed alone or with others

(amongst those ever viewed)



technical considerations
when buying CTV.

As players gradually adopt the latest VAST 4.x versions, we can expect to see smoother operation and the continued growth that results

Initially launched in 2008, VAST has since played an important role in the growth of the digital video marketplace. The early days of video consisted mostly of shared videos and other user-generated content. Success in monetising this content with ads has produced the resources to improve the digital video marketplace.

However, digital video has met a number of challenges along the way as devices and environments, such as CTV & OTT, have proliferated and increasingly we've seen compatibility and latency issues causing poor quality user experiences or difficulties in tracking creatives when used across multiple platforms.

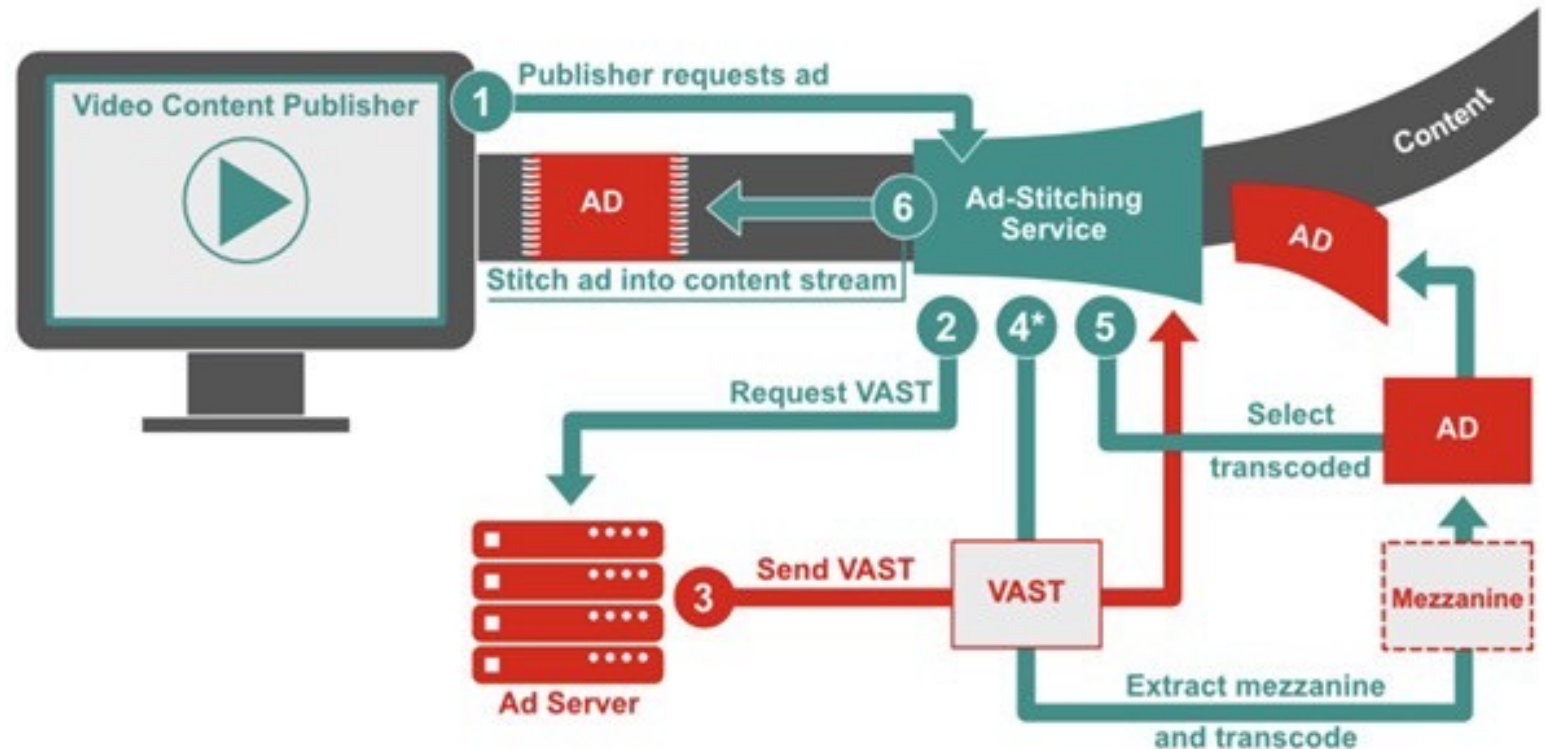
With the introduction of VAST 4.1 in 2018 new features were included to address some of these challenges and as players gradually adopt these updates in subsequent VAST 4.x versions, we can expect to see smoother operation and the continued growth that results.

vast and ssai.

With SSAI (server side ad insertion) a client media player on the user device (client) no longer has to make ad server calls to deliver an ad. This is ideal for midroll, live streaming and broadcast scenarios such as a news or sporting events where the latency of loading and unloading a player/ad on the client can cause errors and result in a poor user experience.

Instead an SSAI provider makes the ad requests on the client's behalf which has passed along details about the viewing session such as location, device type, and other data that can be useful in selecting the most relevant ads. After an ad has been selected the SSAI provider matches the ad quality to that of the content and stitches the ad into the content stream which is seamlessly delivered to the video player in a single stream.

VAST 4 (video ad serving template) supports the increasingly common 'ad-stitching' method for stitching linear ads into a video or audio content stream and sending it to players on various different devices. While VAST 4 has specific items for SSAI, some developers still use VAST 3 to execute. For version specific ads from advertisers VAST 2,3, or 4 all work today.



vast and ssai.

1. **Message Sent to Stitching Service:** The publisher sends a message for VOD, or stream start signal for livestream to the ad-stitching service.
2. **Request Ads via Ad Call:** The ad-stitching service makes a request to the ad server. For VOD this is typically VMAP or in-line VMAP with VAST into the main ad decisioning software. For livestream this is a formatted ADS ad call for the single break.
3. **Send VAST:** The ad server sends a VAST tag with a mezzanine file and ready-to-serve files. SSAI vendors download the highest bitrate available and get it ready. If the ad stitching service has already received the creative for a previous request and has transcoded the mezzanine file then it moves on to step 5. If the VAST tag response is a Wrapper tag then the ad-stitching service should extract the inner in-line response using the same precedence logic as a client-side media player.
4. **Extract Mezzanine and Transcode:** The ad-stitching service pulls the unique creative identifier from the VAST tag. If the creative has never been used in the system, the mezzanine file is extracted and transcoded. In this scenario, the ad is skipped and the next available ad is played instead. VAST error code 407 is sent.
5. **Select Transcoded:** If the creative in the VAST tag from step 3 matches the unique creative identifier for an ad that has already been transcoded, the ad-stitching service selects the pre-transcoded file already in the system.

data and targeting.

Serving the right ad, to the right audience at the right time and place has become ad tech's favourite mantra. As the industry grapples with the loss of traditional identifiers, the CTV space has often had to forgo the luxuries of persistent user IDs given the limitations of some environments.

Some of the addressability solutions that do exist for CTV do rely to a degree on identifying audiences through attributes collected from devices such as User Agent (UA), IP Address and app store IDs.

While these methods may not be immediately at risk of disappearing, with privacy in mind the direction of the industry at large may be viewed as an indicator of what's to come for video.

We recommend Advertisers review the IAB Tech Lab's guidance on IFA available at: <https://iabtechlab.com/standards/guidelines-identifier-advertising-over-the-top-platforms/>

Beyond identity based targeting, tools such as content and audience taxonomies exist as methods for enhancing the ability to provide relevant ads.

Data usage in CTV has grown significantly in the last 2 years. Today, most programmatic campaigns across Australian BVOD inventory use some form of first-party audience or contextual data. This is due to the environment that CTV presents itself in.

Cookie-based identifiers do not exist in a CTV environment and publishers have strong logged in audience databases, so buyers can utilise this asset to improve campaign relevancy.

In addition to being able to overlay 1st and 3rd party audiences and contextual targeting on top of a CTV buy, a major advancement in the past 6-12 months in the use of data across CTV, is ACR data. ACR data partners, such as SambaTV, allow buyers to leverage linear TV insights to power their CTV strategies and bridge the gap between what they're doing across linear and digital. ACR data introduces the capability to extend your linear reach campaigns and incorporate this into the entire digital buy (including CTV) or build on frequency by retargeting those who've seen linear ads, or competitor conquest based on competitor ad exposures.

ssai targeting.

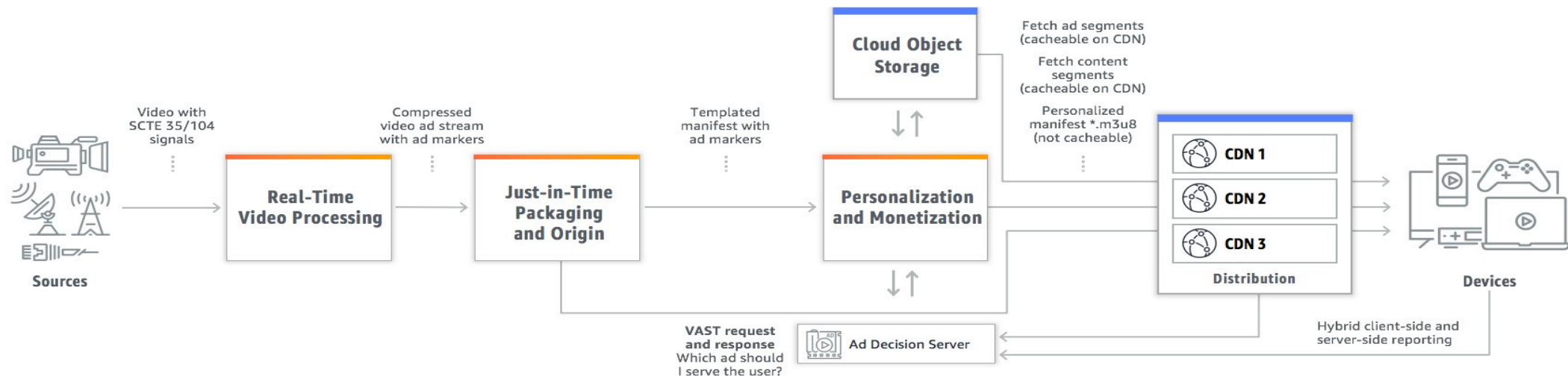
SSP and ad insertion technologies have invested heavily in the CTV space. As such through these platforms, management of back to back creatives, competitor exclusions, and a seamless streaming experience is now available. Technologies such as Server Side Ad Insertion (SSAI) allows for pre-stitched digital ad content in the place of traditional ad pods.

The positive resulting impact of this to the user results in all ads being prefetched, so the user doesn't have to wait while they're loaded and buffered into the stream.

Another positive impact to the users are that as all of the ads are prefetched and stitched into one continuous stream – they will not be interrupted by latency caused by loading each ad sequentially.

In SSAI enabled environments there is a general lack of traditional identifiers, but even in cases where they do exist stitching services may not have access to a client player's identifier which can complicate personalization and ad tracking.

As a result, the ad-stitching service must identify devices where ads play by utilizing a combination of other methods like IFA, User Agent, App ID Guidance.



ad fraud.

With the advertising investment in CTV trending upwards and foreseen to be one of the biggest opportunities across FY22 for both supply and demand, we have seen an attraction of fraudsters taking advantage of this trend.

Between January and April 2020, ad fraud detection company DoubleVerify detected a 161% YoY increase in fraudulent CTV ad impressions.

Along these lines, Pixalate estimated that 22% of programmatic OTT and CTV ad impressions served as IVT.

As increased demand is generated for the premium, high-quality ad experiences that CTV can provide, the industry has seen an increasing amount of attempts to exploit vulnerabilities that are inherent within the technology.

Some of the most significant violations have occurred through the spoofing of platforms, devices and IPs in order to misrepresent higher value inventory or even monetize completely invalid requests. The key to fighting fraud in these environments is through the application of a rigorous set of transparency standards.

There are a variety of ways to stay compliant to ensure you are minimising any risks related to ad fraud. These include the following:

VAST Compliance

Compliance is a two-party effort that involves, at a minimum, the media player and the ad server.

Both must meet certain expectations so that VAST can be truly interoperable and encourage growth in the marketplace.

Ad Server Expectations:

VAST-compliant ad servers must be able to serve ad responses that conform to the VAST XML schema defined in the VAST 4.x specification. Ad servers must also be able to receive the subsequent tracking and error requests that result from the media player's execution of the VAST ad response.

Tables for each VAST XML element define which are required in a VAST response and the VAST XML Schema can be found in this hosted document [via this link](#).

ad fraud.

Media Player Expectations:

VAST-compliant media players and SSAI systems must be able to play the ad in a VAST response according to the instructions provided by the VAST ad response and according to the media player's declared format support, which includes:

- Rendering the ad asset(s) correctly
- Respecting ad server instructions in a VAST response including those of any subsequent ad servers called in a chain of VAST Wrapper responses, providing the responses are VAST-compliant
- Responding to supported user-interactions
- Sending appropriate tracking information back to the ad server
- Supporting XML conventions such as standard comment syntax

Measurement

Measurement and verification are key requirements in digital advertising, and can be key differentiators between CTV advertising and traditional broadcast TV.

There are 3 key scenarios for measurement and verification of video advertising on CTV and other consumer devices:

1. Client device is capable of running executable code like measurement and verification scripts.
2. Client device is not capable of running executable code like measurement and verification scripts.
3. Ad server deploys SSAI and client device is capable of running executable code like measurement and verification scripts.

We recommend standardising around VAST 4.x and Open Measurement (OM) SDK to deliver scalable and consistent measurement support for CTV platforms and cross media video.

SSAI Measurement:

Measurement events are usually communicated by the stitching service on the client player's behalf making it challenging to verify these events actually occurred on the client device. SSAI environments typically do not support the execution of 3rd party scripts. VPAID does not work in an SSAI environment.

Where clients can execute measurement scripts and Open Measurement SDK is available, it should be used. E.g. SSAI delivery on iOS device or web browser.

Interactivity

Until recently VPAID historically had been the preferred mechanism for providing a means to deliver interactive video ads.

However, due to issues surrounding security, latency and a lack of support in certain environments VPAID is rapidly becoming outdated and is in the process of being deprecated in favour of the newer Secure Interactive Media Interface Definition (SIMID) standard.

Often an ad developer or publisher might not have the resources to enable complex and custom interactive components for a campaign.

In these scenarios where resources and capabilities may be limited VAST 4.x has introduced interactive templates to simplify execution of common interactive use cases, such as end cards, which require only some minimal visual assets (images, css, etc.) and some instructions/metadata in the VAST tag.

SSAI Interactivity

Overall interactive ads are still not commonly seen in many SSAI use cases yet today, though the application is not impossible. Again, due to a lack of support for 3rd party scripts and deprecation of the technology, VPAID is not an option for delivering interactive ads in most SSAI environments. Yet with SIMID interactive creatives can be rendered in SSAI context.

Creativity

When determining the right creative and targeting, keep in mind that CTV presents a different audience environment than digital video. Where digital video is often a one-to-one connection, CTV advertising has the potential to be seen by multiple people in a household.

Before repurposing digital video creative, be sure it is right for CTV.

1. Avoid digital calls-to-action (CTA) such as 'click now' and instead focus on real-world prompts such as 'go to our website' or 'visit the store location'.
2. Keep in mind that CTV requires VAST creatives and does not support VPAID.
3. A TV screen is often much larger than a digital screen, so be sure to check the CTV creative specifications before uploading your creative.

open measurement.

VPAID Deprecation and the Switch to Open Measurement

A key reason some video publishers have avoided using VAST, has been lack of quality control. Along with the IAB Video Player-Ad Interface Definition (VPAID), VAST can deliver ads programmatically or include ads with complex interactions.

If a player isn't programmed to accept VPAID ads, the ad cannot be executed.

Even when the player does accept VPAID ads, performance may be slow and cause latency in load times. In the meantime, the audience experiences a delay or a malfunction in their viewing experience. Additionally verification vendors have been known to use VPAID for measurement verification instead of using it for ad interaction as VPAID was intended.

This has made measurement a challenge in environments where VPAID is not compatible such as with SSAI.

Publishers and ad vendors need a way to separate the video file from its interactive and verification components to ensure that ads play in systems that cannot execute these components on its own. A VAST tag that provides the video file separate from APIs can display more successfully across platforms and devices.

Open Measurement

With the introduction of the AdVerification node in VAST 4.0, it became possible to reference verification resources while removing them from the critical rendering path. But VAST 4.0 was incomplete – a new API was required to describe how this new integration should actually work.

Open Measurement SDK (OMSDK) and the Open Measurement Interface Definition (OMID) was originally intended to enable verification specifically in mobile apps (including video formats). With VAST 4.1 and the latest revisions to AdVerification, it is now possible to include OM third-party verification code with your video ad that will be able to measure whether it is served to a web site, an app, or anywhere else OMID is available.

OM Web Video SDK

The Open Measurement Working Group developed the OM Web Video SDK to standardize the way that the Open Measurement Interface Definition (OMID) signals are collected in web video advertising, specifically in web video players that load and render viewable content exclusively through HTML5.

open measurement.

A key feature of the OM Web Video SDK is the ability for publishers to operate under different modes of access that allow them to manage the kind of access third-party scripts have over their content and applications. This includes Creative Access, Limited Access, and a new access mode for web called Domain Access.

For more information go to <https://iabtechlab.com/standards/open-measurement-sdk/>

Open Measurement for CTV

Open Measurement was originally started to support mobile platforms by providing a common, shared SDK that all publishers can use and all verification vendors can trust.

OM has now been expanded to the web (as a replacement for VPAID). We have also seen support for SSAI in some implementations, along with a mobile OM client. The vision for Open Measurement is to have a common API (Open Measurement Interface Definition or OMID) that third-party verification vendors can integrate with, along with SDKs for every platform.

SIMID

Secure Interactive Media Interface Definition (SIMID) is a standard for providing rich interactivity in the context of streaming audio and video (media) ads. While the Video Ad Serving Template (VAST) standard addresses how publishers discover various metadata assets related to an ad campaign

SIMID addresses how the publisher's media player should communicate and interface with a rich interactive layer and vice versa. As such, one can think of the SIMID creative as one of the assets listed in a VAST document.

A main tenet of SIMID is the separation of the interactive layer from the media asset. This clear separation allows publisher players to be in control of their streams and enables use cases such as server-side ad insertion (SSAI), as well as live streaming.

SIMID was built with strong security from the ground up, and is designed to be sandboxed from the media player, providing peace of mind to publishers when serving ads from third party services.

vast.

SIMID aims to provide the tools and controls to allow creatives to offer rich augmented user experiences while degrading gracefully if certain features are not supported. Certain devices, including TV sets and OTT boxes, restrict loading of external assets, have limited HTML rendering capabilities, or are unable to display HTML along with audio or video. These devices are incapable of implementing SIMID.

Devices that support HTML and JavaScript can support SIMID - on both client side as well as in server side ad insertion scenarios.

For more information on SIMID go to: <https://iabtechlab.com/simid>

Vast Interactive Templates

While interactive video ads command a premium, they are not supported on all platforms or by all publishers. While this is partly due to concerns around VPAID, which are being addressed by VAST4 and the replacement for VPAID, the execution of unknown code may never be allowed in many cases. To address this, VAST 4.1 introduces the concept of *VAST Interactive Templates*.

These are interactive experiences that only require some visual assets (images, css, etc.) and some instructions/metadata in the VAST tag.

The publisher implements the interactive code and uses the metadata to run the interactive ad.

Common Ad Transport Standard (CATS)

The IAB Tech Lab Common Ad Transport Standard (CATS) standardises communication between any two parties in the advertising technology ecosystem.

While OpenRTB handles communication for real time bidding (RTB) transactions, it focusses only on real-time bidding and leaves a number of use cases out of scope.

A complementary standard was needed for requesting ads both in a bidding context as well as outside of it.

CATS has been created to service this need by defining an ad request standard that can be used for both RTB and non-RTB use cases, while building on top of existing specifications.

cats.

Common expected use cases for CATS include:

- A publisher making an ad request to a publisher ad server endpoint
- A publisher making an ad request for a creative resulting from a programmatic auction
- An SSAI server making an ad request on behalf of a client device
- A verification vendor proxying an ad request to insert measurement
- A publisher ad server making an ad request
- A creative auditing system making an ad request to validate the ad creatives against policies

Though CATS is meant to be a request standard that is agnostic of ad type it was developed with an initial use case of VAST as a response protocol in mind.

Currently VAST macros serve as a means to provide additional crucial data points into an ad request however challenges such as HTTP GET request character limits and the use of illegal characters such as those seen frequently for privacy consent macros can result in broken tech.

Alternately CATS uses HTTP POST requests which allows for rich structured data (such as a JSON document) to be passed in the body rather than a character limited URL.

As industry expectations increase for more seamless interoperability and communication across systems the implementation of CATS rapidly becomes valuable.

Therefore it is highly recommended that organisations in the Digital Video ecosystem who currently rely on VAST macros to adapt their technology in order to be compliant with CATS.

For more information and the full CATS specifications and guidelines:

<https://iabtechlab.com/standards/cats>

app-ads.txt.

ads.txt & app-ads.txt

The ads.txt specification focuses on protecting advertising inventory hosted by the website publishing the ads.txt file.

The app-ads.txt specification describes an extension of the original ads.txt standard to meet the requirements for software applications distributed through mobile app stores, connected television app stores, and other distribution channels of this nature by obtaining the app developer's website URL from an app listing page in an app store.

App-ads.txt for in-app and OTT & CTV is the next step following on from the success we've seen with ads.txt.

As OTT and CTV usage has grown, it's important to ensure that buyers and sellers transact with confidence in a trusted environment, and this is one of the ways to legitimise in-app inventory across mobile and CTV devices.

The way app-ads.txt would work is that it runs in conjunction with app stores to link back to the ads.txt file on an app developer's website.

The newly released app-ads.txt for CTV is intended to simplify and clean up the supply chain from fraudsters by declaring the platforms which the publisher authorises to sell its supply. This provides advertisers and publishers with a safer space to transaction ads via programmatic platforms without the need of direct or PMP deals.

In Australia, the levels of fraud in CTV are relatively low as most transactions are done on a deals basis rather than through the open exchange.

The advent of app-ads.txt for CTV future proofs this part of our industry as more inventory comes available and the transaction channels change to both open exchange and PMP. It also helps to protect buyers when buying tier 2 CTV inventory.

CTV/OTT Inventory Sharing

These situations can arise from relationships such as content distribution (MVPDs or vMVPDs) or as a result of various carriage agreements, which are becoming increasingly prevalent.

app-ads.txt.

Ultimately, nearly all relationships can be simplified into the case where *'some business entity, other than the app/site owner, has ownership over some ad space within the app/site and the right to sell that inventory'*.

A simple example of one such situation is a content distributor such as a vMVPD app. In these content distribution agreements, one entity, a content producer A, gives rights to a content distributor B, to rebroadcast their content. As part of the agreement, both A & B have ownership of some portion of ad inventory delivered into the streamed content (the inventory is 'shared').

In the current ads.txt & app-ads.txt standard, declaring this relationship would require the vMVPD app to authorize Programmer A in their app-ads.txt file, along with the programmers' authorized seller and reseller information. This increases the cost of generating and maintaining an app-ads.txt file, and incrementally decreases the security benefit of the standard as the number of authorized sellers grows.

In the previous version of ads.txt & app-ads.txt, supporting these scenarios would have required the app/site owner/developer to maintain their ads.txt/app-ads.txt file with the publisher IDs of all the partners (and their resellers)

with whom they have negotiated some share of inventory ownership rights - making many ads.txt/app-ads.txt files prohibitively difficult to maintain.

Now the ads.txt & app-ads.txt specs have been updated to include the ability to designate another domain (aside from the app/site developer's) that is able to validate the publisher ID of the bid request. These domains are to be passed in a new extension (*app.ext.inventorypartnerdomain* or *site.ext.inventorypartnerdomain*) to the OpenRTB spec.

For more information on app-ads.txt for CTV go to:
<https://iabtechlab.com/wp-content/uploads/2021/03/ctv-app-ads-explainer-guide.pdf>

header bidding.

Header Bidding

Header bidding is a method of offering publisher inventory to multiple advertising exchanges and demand side partners simultaneously, prior to the ad server being called.

This is delivered by utilising technology that manages the process of sending ad requests to all connected exchanges and partners, collecting winning bid responses and passing it through to either the ad server for final decisioning - or else another layer of decisioning technology.

Traditionally header bidding solutions were built specifically for desktop and mobile within web environments (and increasingly in-app) but cannot simply be retrofitted to support the complex needs of CTV publishers.

That said, and depending upon the implementation, it is technically possible to enable multiple demand sources to bid in parallel rather than consecutively, which can deliver better yields for broadcasters.

Buyers are increasingly keen to have the opportunity to compete for CTV inventory in line with direct sold inventory, providing sellers with improved yield management and buyers with better access to their desired inventory and audiences.

These capabilities still remain fairly nascent however (as of Q3 2021) and there are certain key considerations as CTV evolves. Always keep in mind that CTV lives at the convergence of digital video and traditional TV – and hence requires linear-like controls with the efficiencies and automation offered via digital.

Always try to ensure that there is transparency into the creatives and advertisers being served through the programmatic pipes and the ability to deduplicate those brands or creatives across pods & sessions to prevent back-to-back ads and improve user experience.

With multiple slots to fill in a single pod and different pricing for each, CTV publishers require sophisticated decisioning solutions to fully support all delivery executions while maintaining key capabilities such as ad deduplication and competitive separation.

Most critically, any advertising solutions deployed cannot negatively impact on the very high-quality viewing experience that consumers have now come to expect through modern Connected TVs.

measurement.

Cross-channel ad exposure:

When it comes to Omni-channel measurement and attribution, there is a need for a strong, holistic identity framework that includes interoperable identity solutions.

The benefit of an interoperable identity solution is not just the ability to identify a specific user across channels, but it also enables more accurate and scaled measurement solutions with increased match rates.

The convergence of linear and digital TV has become a complex problem for agencies and marketers to solve – and solving it is more important than ever.

Promising new ACR technologies, offer unified reporting across linear and CTV, and help advertisers understand and measure incremental reach.

In addition to this, buyers can also tie their CTV ad exposures to in-store traffic (or footfall) with location measurement partners.

In some instances we now have the ability to add QR codes in the end frame of a CTV ad, we have seen this particularly when it comes to BVOD.

This is particularly important when it comes to measurement as it gives marketers the opportunity to measure performance beyond standard brand metrics.

One thing to keep in mind is unlike other digital channels, CTV doesn't have cookies, nor do they have a persistent or unique identifier as in mobile apps (due to the heavily fragmented device ecosystem).

This means that the ecosystem has to use a different common identifier to enable measurement solutions.

Many players are coming up with a household graph which is essentially a cross-device graph that links all CTV devices (smart TVs, streaming devices, gaming consoles) to an address or a household through IP address or consented location data.

measurement.

Based on a household graph, advertisers can enable the following use cases:

- Target households and measure reach (% of households reached)
- Enable frequency cap at a household level (by being able to measure ad impressions to a household across devices in the same household)
- Target specific audience segments (based on behavioural and demographic data), and validate reach and frequency within their target segments, using an audience measurement partner

- Measure brand lift (surveys run against control and exposed groups based on household identifiers that saw the ad)
- Measure in-store visits and sales
- (Specifically for entertainment advertisers) Measure lift in tune-ins – i.e. how many viewers tuned in to watch a TV show after seeing an ad on their mobile or CTV device mapped to the household

For marketers, the importance of measuring against funnel metrics across CTV is stronger than ever.

A recent study by Roku^[1] showed CTV ads to be 67% more effective per exposure at driving purchase intent compared to linear TV ads.

The same study showed that CTV ads increase the perception that the brand has a unique story to tell.

Going one step further, buyers can use CTV advertising to achieve top-of-funnel awareness goals as well as complement other ad formats to drive consideration, intention, purchase, and loyalty.

Reach your customers across multiple touchpoints as they move through the path to purchase.

**benefits of programmatic
when buying CTV.**

benefits of programmatic when buying CTV.

The ease and efficiency of buying digital media programmatically transfers over to CTV video ad inventory. Programmatic is the efficient, intelligent trading of inventory. The benefits delivered in display are also delivered when buying CTV programmatically – advertisers can reach the right audience, in the right environment, at the right time in an efficient manner by using a single platform (DSP). The use of data and targeting, real time optimisations, cross-screen measurement and more effective reach and frequency are just a few reasons to get on board:

1. Data driven targeting
2. Cross-screen measurement
3. Real time optimisation
4. Use of data
5. Targeting
6. Reach and Frequency
7. Creative Testing
8. Ad Podding
9. Addressability



benefits of programmatic buying in CTV.

Data-driven targeting:

Data is an integral component of programmatic. It allows for a more accurate level of audience targeting vs. targeting the entire DMA. Ad delivery will be more precise. Ads will reach the target demographic specifically instead of an entire DMA which allows for a lot of wasted impressions.

Cross-screen measurement:

KPIs for TV optimization will be a unified GRP including digital metrics like viewable impressions and conversions. Currently, buyers are forced to review impressions, CPMs, and GRPs, so it's impossible to compare apples to apples.

This will allow for a more consolidated metric to measure performance.

Real Time Optimisations:

Buyers are able to optimise the value of their CTV campaigns in real time allowing more bang for their buck.

Use of Data:

Deeper and more dynamic use of data when planning and running campaigns. The marriage of contextual and addressable can be highly effective. It should be remembered, however, that building top of the funnel brand affinity and equity has been very effective when broad, contextual targeting is used.

This can then be combined with lower funnel actions using that marriage of addressability and context.

Targeting:

Within traditional TV advertising, buyers can be limited to targeting options such as age and gender. Given CTV devices are connected to the internet, it allows better targeting options for buyers within the programmatic ecosystem. Cross device partners and demand side platforms can be leveraged to better target across your CTV campaigns and look at age, gender, online purchase history, collect behavioural data such as interests, measure onsite engagement and even purchase history.

Buyers/Marketers are then able to use these insights to create better targeted ad experiences to consumers and have continued, relevant, more personalised conversations with their user/audience across other connected devices.

benefits of programmatic buying in CTV.

Reach and Frequency:

Buyers are able to reach a broad audience via CTV by purchasing impressions programmatically leveraging the above-mentioned targeting capabilities offered within their demand side platform of choice. These targeting options ensure that buyers receive more value from their marketing dollars due to being able to reduce waste leveraging controls such as frequency caps which limit the amount of times a single viewer sees their advert.

Creative Testing:

With programmatic it is easy to A/B test creatives and dynamically adjust based on early results. This is not possible when buying on an IO basis.

Ad Podding:

When executed properly also benefits all parties – buyers, no back to backs and get category exclusivity, publishers maintain better UX for consumers, and consumers get that better UX.

Addressability:

The opportunity to tailor a message to a specific audience watching the big screen is a huge advantage for brands that can now be more relevant and reach a more receptive consumer

**top tips when planning
a CTV campaign.**

tip: audience mapping.

Align your targeting strategy to achieve your desired balance of precision and reach

- Build brand lift and ad recall CTV viewers are highly engaged with both their premium video content as well as CTV ads.
- Determine the best KPIs: Be sure to consider CTV's environment and measurement capabilities when determining the right KPIs for your campaign.
- Keep in mind, as with all targeted media the more precise your target, the less reach you will achieve. Align your targeting strategy to achieve your desired balance of precision and reach.

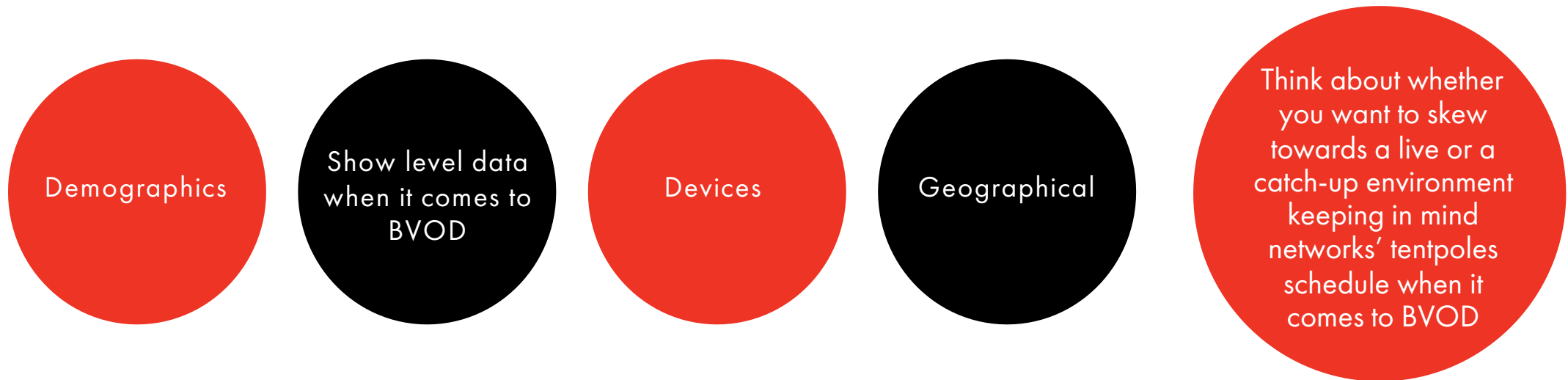
tip: manage the demand.

Consider the number of demand side platforms you use. The risk of leveraging too many demand side platforms could in turn mean that you could start bidding against your own campaign and escalate your media costs. The more you use, the more informed you will have to be of the reporting across platforms which can also be complex and result in excess spend or media wastage.



tip: data and targeting.

- Mirroring Linear TV, CTV's consumption peaks later in the day, so to maximise brand exposure it's advised to day part CTV activity – which is possible through programmatic pipes.
- Through 2020 scale across CTV grew even further so we now have the ability of being more precise, when relevant, when it comes to targeting. So considering the different targeting options available when planning CTV activity is important. This includes:



conclusion.

conclusion.

We sincerely hope that you have found this resource useful as a technical addition to the core and recently updated CTV Handbook.

CTV has quickly become a key area of growth here in Australia and we are keen to help nurture that growth from a best practices perspective – but also from a technical & product perspective as supply and demand inevitably democratises and become more ubiquitous. We will be regularly reviewing both the main CTV Handbook and this technical annex and are also very open to any feedback, suggestions or proposed improvements from across the industry.

Sincere thanks goes out to the entire IAB Australia Video council – but we must also specifically thank the Product Leads at IAB Tech Lab, who have also kindly supported us with this document. We highly recommend members stay up-to-date with any relevant content and updates that come out from IAB Tech Lab and have provided some relevant reference links below for you to access and keep in touch with.

Recommended IAB Tech Lab reference links:

[CTV Advertising Standards: IAB Tech Lab Standards & Guidance](#)

[IAB Digital Video In-Stream Ad Format Guidelines](#)

[VAST \(Digital Video Ad Serving Template\)](#)

[OTT vs. CTV: What's in a Name?](#)

[More Efficiency and Transparency for your Video Ads with the SSAI VAST Macro Guidance](#)