iab. australia

connected tv handbook update

2024

contents

introduction

The IAB Australia Video Council first published our guide to Connected TV in 2020. Given the significant developments across audience size, measurement capabilities, access to and use of data and interactive creative in this space over the last four years, we wanted to provide some updates in 2024.

The landscape of digital entertainment is experiencing a significant transformation, driven by the surge in Connected TV (CTV) ownership, which has led to a fundamental shift in how audiences consume content. This growth in digital streaming on CTV platforms has provided viewers with access to a diverse range of content, fuelled by technological advancements and evolving consumer preferences.

CTV provides the ability to reach multiple viewers across co-viewing environments that offers a more expansive experience for advertising, through a powerful platform for reaching audiences.

Members of the IAB Australia Video Council have collaborated on this handbook to help increase understanding across the industry of the developments in Connected TV.

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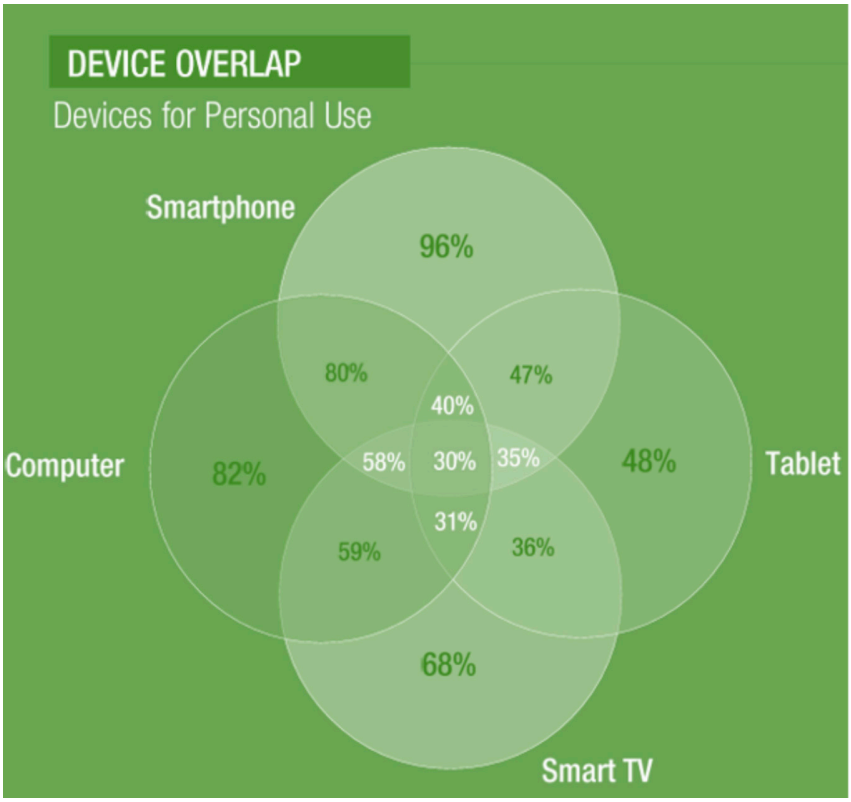
ctv audience growth and consumption trends

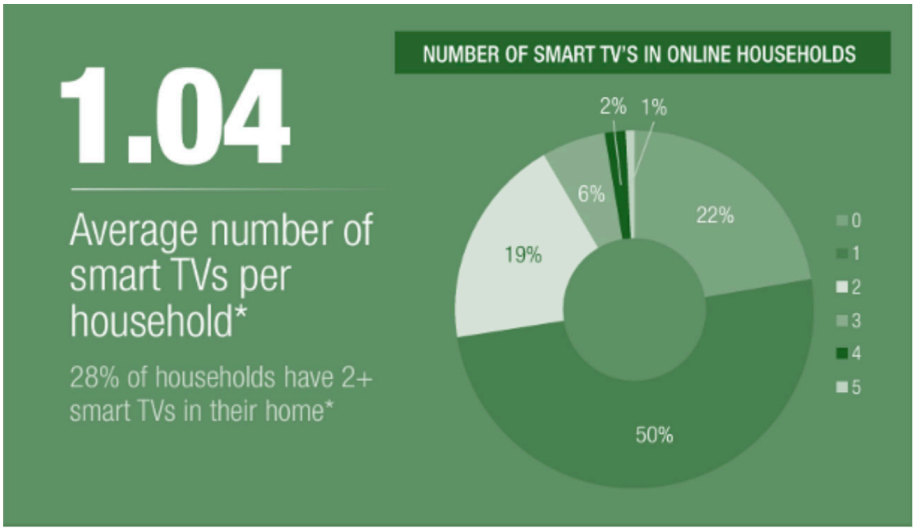
The landscape of digital entertainment is undergoing transformation, with the growth in CTV ownership sparking a shift in how audiences consume content. Fuelled by technology and changing consumer preferences, the growth of video streaming on CTV platforms provides viewers with a vast array of content. This has created huge opportunity for advertisers, media owners, streaming platforms and content creators.

Australians have long embraced a multi-device lifestyle where smartphones, tablets, computers and CTV's interconnect to shape daily life. The Ipsos iris Digital Landscape Report March 2024 reports 68% of Australians aged 14+ now have a Smart TV in the household and 30% of Australians aged 14+ own a smartphone, computer and tablet for personal use and also have a Smart TV in their household.



Source: Ipsos Iris Digital Landscape Report March 2024, Ipsos iris Establishment Survey, March 2024, N=12,810 P14+

The Ipsos iris Digital Landscape Report reports that the penetration of Smart TV's in online households is 78% with 28% of online households having two or more Smart TVs in their home.

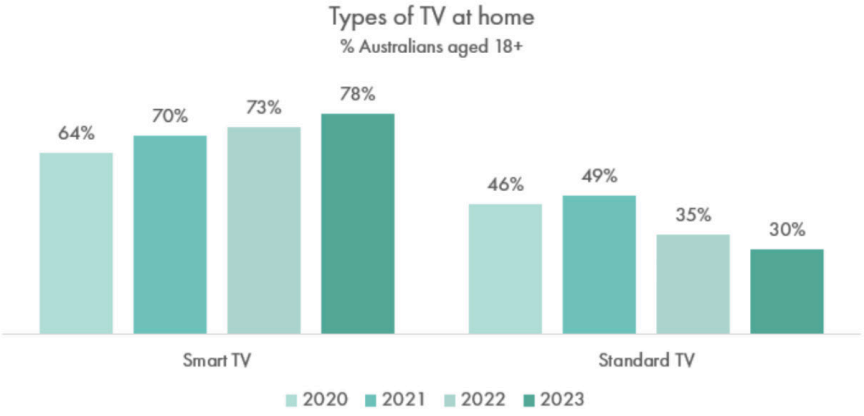


Source: Ipsos Iris Digital Landscape Report March 2024, Ipsos iris Establishment Survey, March 2024, N=12,810 P14+

The Australian Communications and Media Authority (ACMA) released a report in December 2023, 'Communications and media in Australia: How we watch and listen to content' which explores the changes in how adult Australians watch and listen to online and offline content. According to the ACMA's report:

- More of us own a Smart TV at home (78%) than in 2022 (73%). The largest increase in Smart TV ownership was among older Australians aged 75+ (73%, from 59% in 2022).
- Standard TVs are being replaced or upgraded with Smart TVs. Those with only a Smart TV at home increased to 66% from 62% in 2022, while ownership of only a standard TV dropped from 23% in 2022 to 18%.

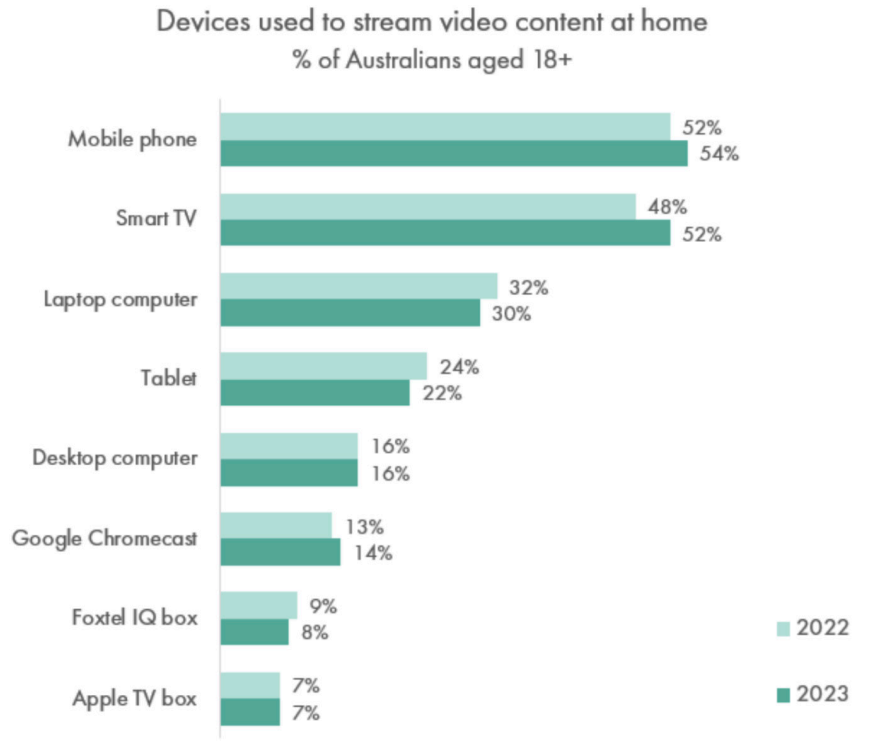
78%
of all people 18+ have a Smart TV at home.



Source: ACMA Communication and media in Australia: How we watch ndlisten to content 2023

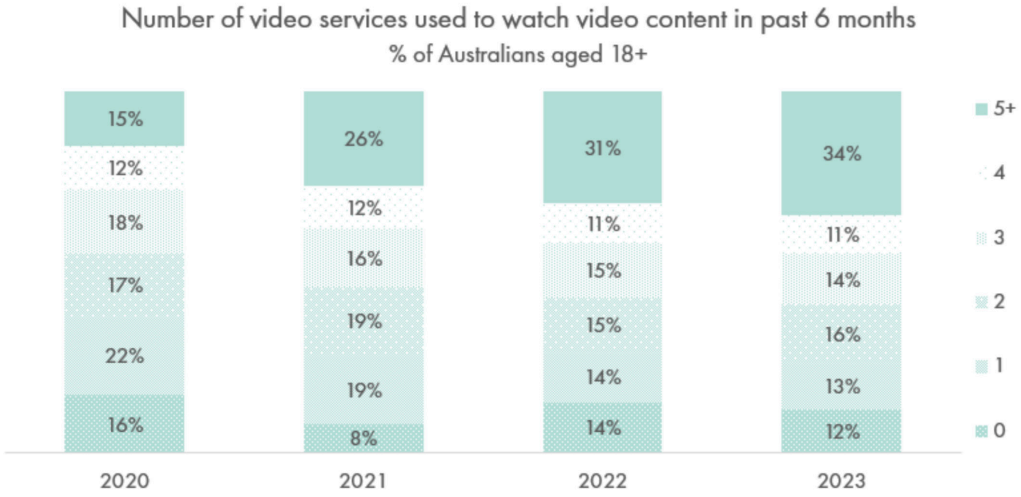
The ACMA reports that 9 in 10 (91%) of adult Australians used a device to watch online video content at home with mobile phone and Smart TV and most popular devices used to stream.

The usage of Smart TV to stream content has increased year on year from 48% in 2022 to 52% in 2023.



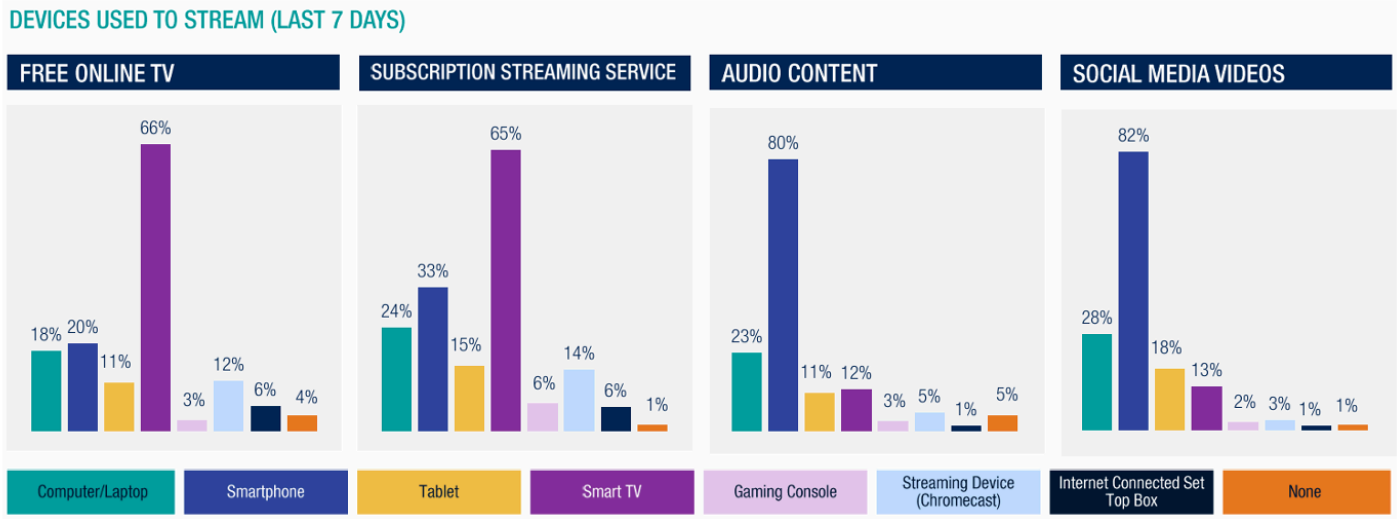
Source: ACMA Communication and media in Australia: How we watch ndlisten to content 2023

The number of video services Australians use to watch video content is increasing. The ACMA report on average adult Australians use 3.6 different online services to watch video content (up from 3.4 in 2022).



Source: ACMA Communication and media in Australia: How we watch ndlisten to content 2023

According to the Ipsos iris Digital Landscape Report, Australians 14+ claim to spend an average 18.7 hours watching free online TV (BVOD catch-up services such as 9Now, 7Plus), subscription TV (SVOD such as Netflix) or social media videos (such as YouTube, TikTok) per week on any device. While Australians use multiple devices to view online video content, the Connected TV is the most used device (in last 7 days) for watching free online TV and subscription streaming services, while the smartphone is the most used device for watching social media videos.

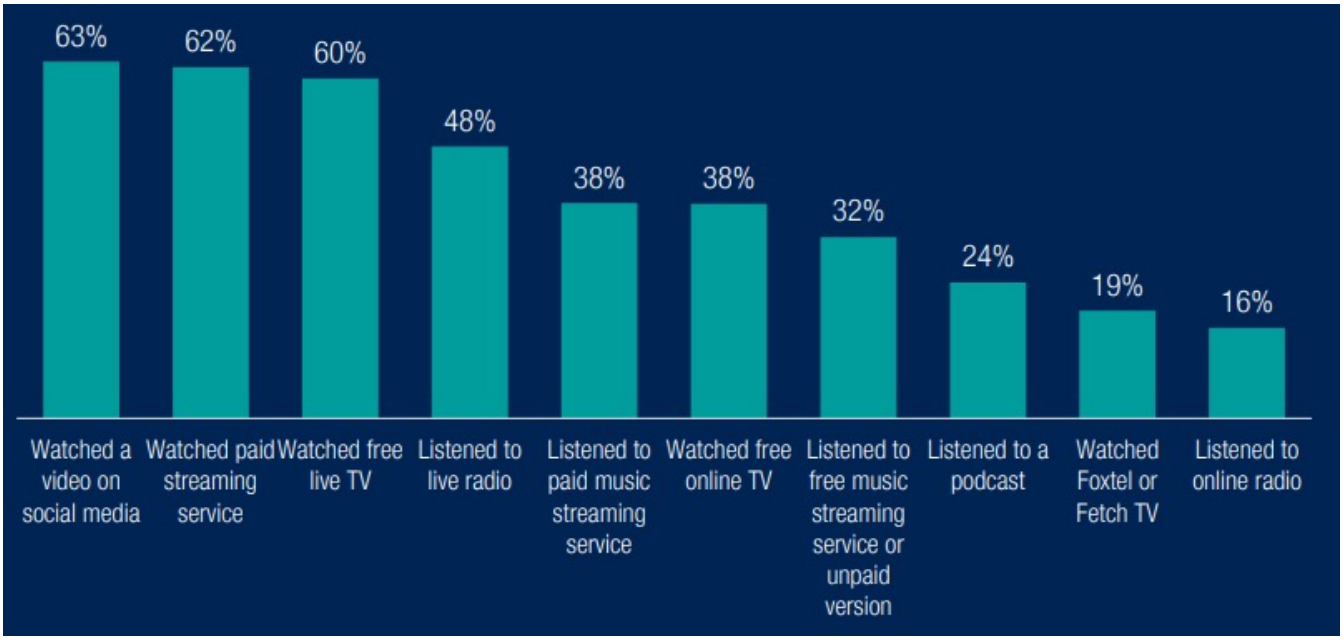


Source: Ipsos iris Establishment Survey, March 2024, N=12, 810 P14+

84% of online Australians have watched any video in the last 7 days with 63% watching video on social media, 62% watching paid streaming video and 38% watching free online TV.

A study by Google and Kantar set out to better understand the growth in CTV in Australia through in-depth interviews and quantitative surveys. The study found that consumption is continuing to evolve with 53% of respondants reporting that they currently watch AVOD, 46% watch BVOD, 58% watch Linear TV and 86% watch SVOD on their Connected TV device.*

Online Media Consumption (Last 7 Days)



Source: *Ipsos iris Establishment Survey, March 2024, N=12, 810 P14+*

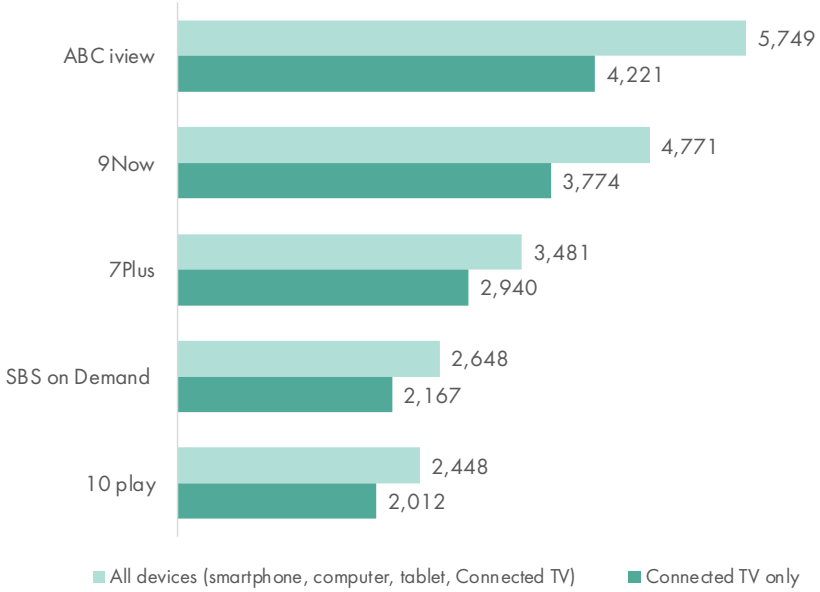
IAB endorsed Ipsos iris expands into Connected TV; providing complete audience sizing for broadcast digital video audience across Computer, Smartphone, Tablet and Connected TV.

Enabled by an integration of OzTam VPM data into Ipsos iris, media owners and agencies are able to view the incremental reach of BVOD audiences when added to web and app audiences, across all devices in the Ipsos iris measurement system. More information about Connected TV measurement developments is provided in chapter 4.

*Source: Google/Kantar, CTV study, AU, Oct 2022, n=2204, A18+, survey in field [Aug 24 - Sept 14 2022] Note: Platform classiications were defined in November 2022 at point of the study. Platform type may have changed subsequently.

The chart below shows the total unduplicated monthly video audience of BVOD services across all devices measured in Ipsos iris. The chart also shows the monthly video audience on CTV device only (with the difference being the incremental audience from smartphone computer and tablet)

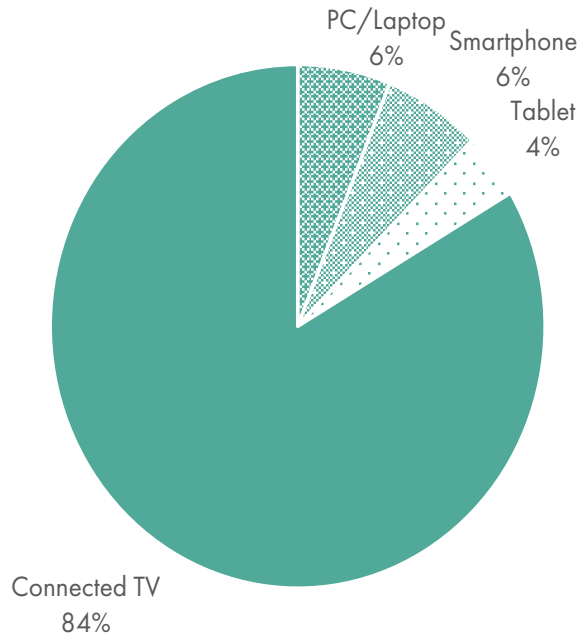
Monthly BVOD video audience (000s)



Source: Ipsos iris Online Audience Measurement Service March 2024, Age 14+, PC/laptop/smartphone/tablet/CTV, VPM Video Channels,, OzTam Published Database, Video Audience (000s)

Across the commercial BVOD services 9Now, 7Plus , SBS on Demand and 10Play, 84% of time spent watching video is watched on Connected TV. These services have a combined monthly audience of 10.5 million across all devices and a combined monthly audience of 8.5 million on Connected TV*.

Share of monthly BVOD video minutes by device 9Now, 7Plus, SBS on Demand, 10Play

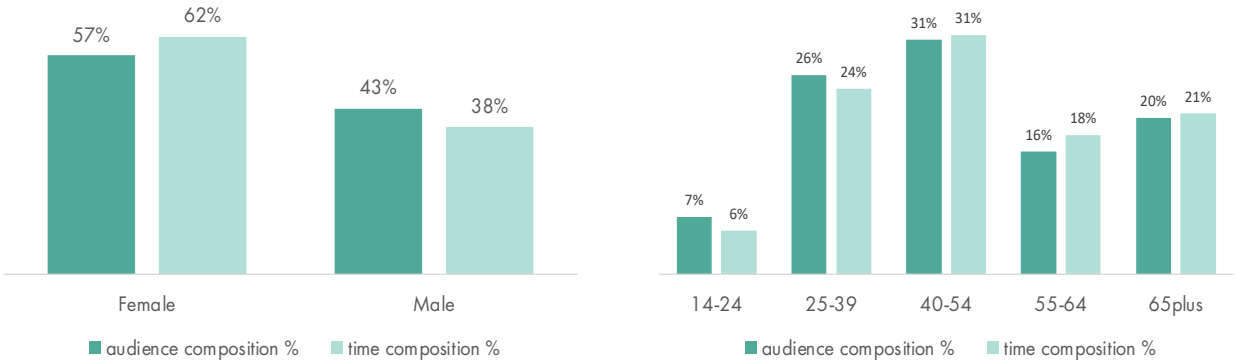


Source: Ipsos iris Online Audience Measurement Service March 2024, Age 14+, PC/laptop/smartphone/tablet/CTV, 9Now, SBS on Demand, 7Plus, 10 Play OzTam Video Channels, OzTam Published Database, % share of video minutes by device

*Source: Ipsos iris Online Audience Measurement Service March 2024, Age 14+, PC/laptop/smartphone/tablet/CTV, 9Now, SBS on Demand, 7Plus, 10 Play OzTam Video Channels, OzTam Published Database, Video audience (000s)

Across the commercial BVOD services 9Now, 7Plus, SBS on Demand and 10Play, 62% of video time is spent by females while 55% of video time is spent by people aged 25-54.

Age and gender profile of monthly BVOD video audience and minutes on connected TV (9Now, 7Plus, SBS on Demand, 10Play)

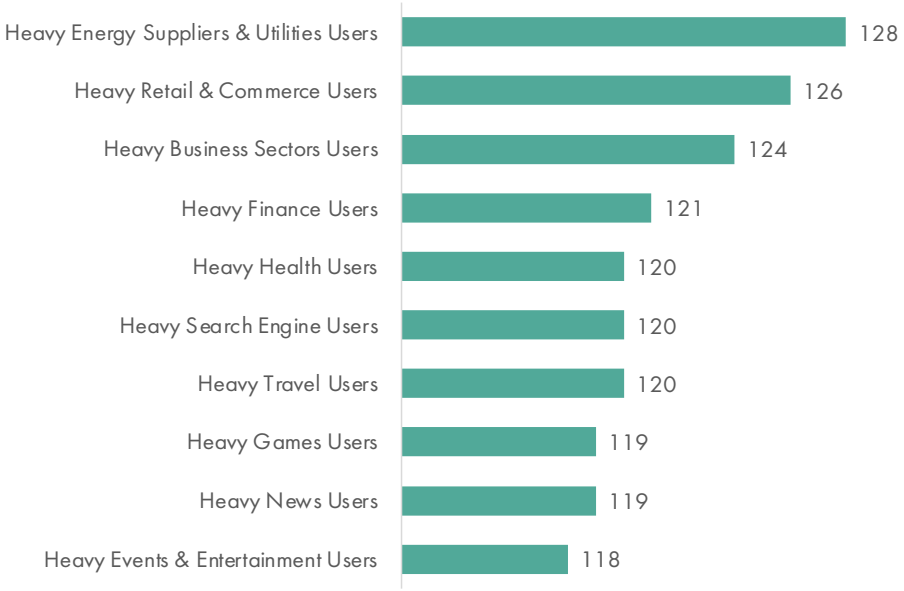


Source: Ipsos iris Online Audience Measurement Service March 2024, Age 14+, PC/laptop/smartphone/tablet/CTV, 9Now, 7Plus, SBS on Demand, 10 Play OzTam Video Channels, OzTam Published Database, % share of video minutes on connected TV by age and gender

The new Ipsos iris data integration also allows planners to profile BVOD audiences based on their digital behavior. Media planners can combine and compare BVOD audiences with the breadth of media brand audiences, inclusively measured by Ipsos iris.

For example, the commercial BVOD services 9Now, 7Plus, SBS on Demand and 10Play audience consumption of online content categories and other websites and apps can be profiled. The chart below shows the top online content categories where 9Now, 7Plus, SBS on Demand and 10Play audience has the most affinity. For example, the total video audience of 9Now, 7Plus, SBS on Demand and 10Play audience are 28% more likely than the general online population to be heavy consumers of energy supplier and utilities websites and apps.

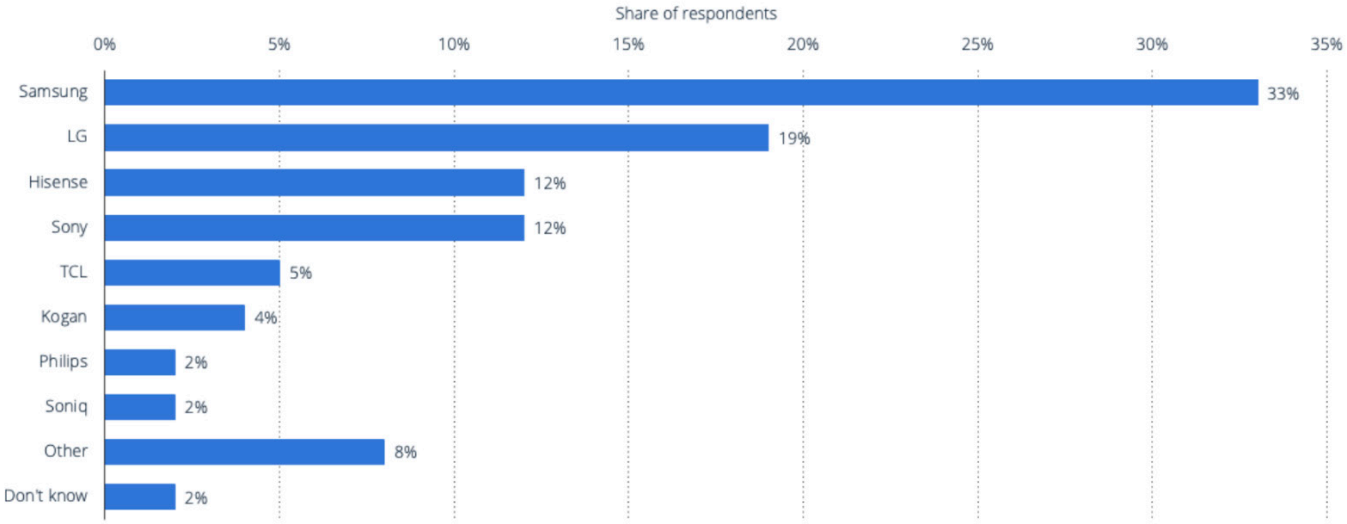
Audience affinity index - heavy usage of online content categories 9Now, 7Plus, SBS on Demand, 10Play – all devices



Source: Ipsos iris Online Audience Measurement Service March 2024, Age 14+, PC/laptop/smartphone/tablet/CTV, 9Now, 7Plus, 10 Play OzTam Video Channels, OzTam Published Database, audience affinity index heavy online category usage

TV ownership in Australia

Understanding the breakdown of TV ownership by brand is important for marketers and agencies who can use this data to make informed, strategic decisions that enhance their campaigns and target the right audience.



Note(s): Australia; January to December 2023; 18-64 years; 1760 respondents; respondents who have a TV in their household (Housing & household equipment, Internet & devices)
Further information regarding this statistic can be found on page 8.
Source(s): Statista Consumer Insights; ID 1187981

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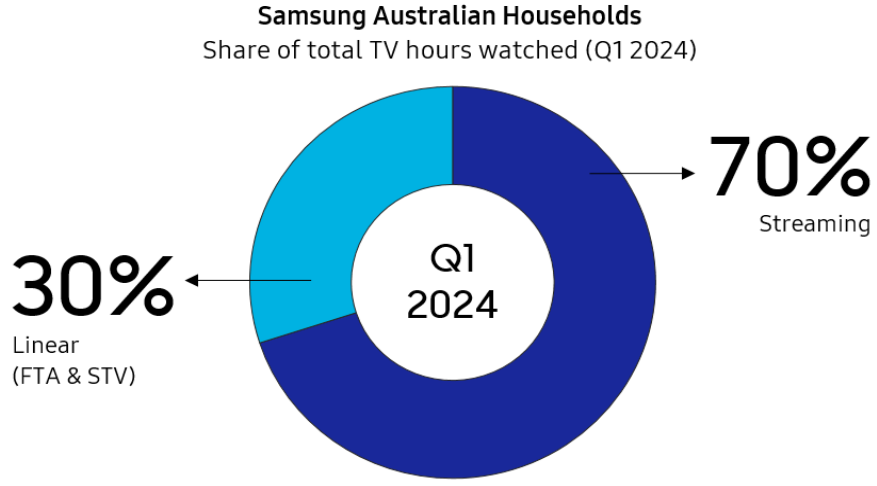
statista

Proprietary ACR (Automatic Content Recognition) data from **over 3 million Samsung Smart TVs** provides a comprehensive view of TV viewership across both linear and streaming to help advertisers see the total Connected TV picture.

Within Samsung households, streaming achieves 70% share of total TV hours watched. A closer look at streaming behaviour across Q1 2024 indicates that SVOD (Subscription VOD) commands 58% share of all time spent streaming within Samsung Households.

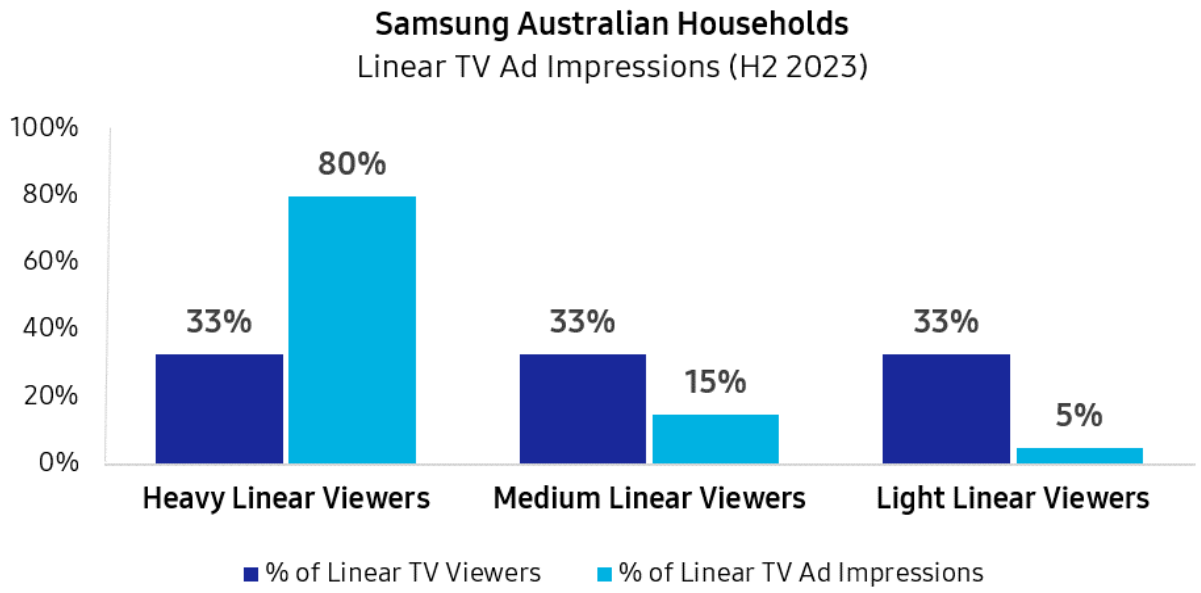


Source: Samsung Proprietary ACR Data Australia, Q1 2024

Leveraging smarter targeting capabilities of CTV to drive balanced and optimal reach

Samsung proprietary ACR data shows that linear TV ad delivery naturally skews towards Heavy Linear Viewers (top third of viewers based on time spent). Across H2 2023, 80% of all linear TV ad impressions were delivered to this audience segment.

Through the use of advanced CTV targeting capabilities, advertisers can deterministically target Medium/ Light/Non Linear TV Viewers to deliver balanced and optimal reach to their specific target audience.



Source: Samsung Proprietary ACR Data Australia, H2 2023

chapter 2

enhancing ctv advertising through data & personalisation

Data and Personalisation in CTV can be sourced from various locations. These include first-party (1P) data collected directly from users interacting with the CTV platform, such as users logging in or from third-party (3P) data providers, who can offer demographic and behavioural data for more comprehensive audience targeting. Moreover, partnerships with data management platforms (DMPs) and content providers can enrich the data pool for personalised advertising experiences.

In a CTV App setting, people can access broadcast content by logging in, enabling publishers of content to provide enhanced relevant targeting of content and advertising to consumers. The integration of data and formats can lead to a personalised advertising experience for the user. Brands within the CTV environment can utilise deterministic measurement, targeting, and reporting tools to ensure accurate and effective ad placements.

As the CTV environment is a cookie-less environment, the use of first-party data is particularly important when targeting users. Brands can apply an audience-first approach to their CTV buys, allowing one-to-one targeting of valuable customers in their households, in real-time. Whilst CTV environments hold the benefits of logged in data via publishers and media owners, a brand can overlay first and third-party data sets via a demand-side platform (DSP) with the use of cross-device technology, and app/channel targeting methodologies.

There are types of data that can enhance a brand's use of CTV, including but not limited to, the following:

- **First-Party:** Brands can use their own 1PD to target their most valuable audience (e.g. via Customer Relationship Management (CRM) uploads, Customer Data Platform (CDP) or Data Management Platform (DMP).
- **Demographics:** Utilise third party data segments to target audience demographics such as age and gender
- **Behavioural:** Utilise third party data segments to target audience interests
- **Lookalike (LAL) Modelling:** Utilise seed data to create, optimize, include and exclude audiences which hold similar attributes to your target audience.
- **Linear TV Data:** Through utilising technology partnerships such as Samba TV or Samsung Ads, brands can target viewers based on whether they saw their ads on linear TV.
- **Omnichannel Retargeting/Cross Device:** Retarget CTV viewers across other devices in the household (Mobile, PC or Tablet).
- **Device Targeting:** Target customers on specific models of devices, gaming consoles and Smart TV's.
- **Geography and Time:** Target geographics broadly or granularly. Align ads with dayparts or scale to any time of the day/day of the week.
- **Automatic Content Recognition (ACR):** Target audiences based on their linear viewership, linear ad exposure, streaming app usage and gaming activity.

Content Relevancy

Various environments and extensive content continue to drive highly engaged CTV audiences, forming a compelling advertising landscape. Authenticated audiences and deterministic data ensure relevant content for viewers and enhanced ad relevance.

The exponential growth of FAST (Free Ad-Supported Streaming TV) channels, including themed and Single IP channels, offers viewers convenient access to curated content and provides advertisers with the opportunity to place ads in contextually relevant environments, enhancing the overall viewing experience. For more information on FAST, we have created a one-pager here.

ACR (Automatic Content Recognition)

ACR is an identification technology designed to recognise content played on media devices. This is captured in real-time across linear, VOD, OTT & video gaming consoles. The data is captured by a chip that lives in a large subset of Smart TVs, and it is opt-in (established at set-up and/or from updates). Brands can utililse ACR data to gain incremental reach across their digital campaigns, as well as retarget users across their entire digital buy. A great example of how ACR data can be utilised is to bridge the gap between linear TV and BVOD as it enables brands to target a highly accurate dataset that can be used to target audiences who have been over, or under, exposed to their ad.

Some key developments across this technology include improved accuracy in content recognition, enhanced capabilities for targeted advertising and personalised recommendations, advancements in cross-platform tracking and measurement, and increased integration with AI and machine learning algorithms for better content discovery and user experience. Additionally, there have been efforts to address privacy concerns and ensure compliance with data protection regulations. Overall, the evolution of ACR technology in CTV has been driven by the need to deliver more relevant content and ads to viewers while also enhancing the efficiency and effectiveness of advertising campaigns.

ACR technology can be leveraged by advertisers to deliver precise targeting, deterministic campaign measurement and optimisation, as well as frequency management. It supports strategic applications, including building incremental reach on linear campaigns, optimising reach by targeting light linear viewers, competitive conquesting, and audience targeting based on both linear and streaming behaviour.

The introduction of Data Clean Rooms also allows advertisers to enhance their 1P data strategies by matching their customer database with publisher datasets. Secure data matching via data clean rooms enables personalised customer engagement and improved campaign effectiveness.

chapter 3

understanding the effectiveness of ctv ad campaigns

Redefining the Role of CTV for marketers:

CTV continues to play a leading role as an upper funnel platform, but at the same time we are starting to see the emergence of lower funnel options for marketers, allowing them the opportunity to bridge the gap between brand and performance marketing. The shift to TV like viewing on a connected device has opened new measurement and attribution capabilities that allow marketers to tie on site behaviours and conversions, back to specific ad exposures on a CTV.

This shift creates a unified approach to advertising, allowing for a more holistic and effective strategy to leverage the strength of CTV across all stages of the marketing funnel. Advancements in ad technology are driving the development of solutions that can unlock actionable insights, allowing for a deeper understanding of consumer behaviour beyond standard impression measurements. For marketers, defining success metrics at each stage of the funnel, acknowledging the importance of consistent performance and aligning with key performance indicators (KPIs) to measure and optimise campaign effectiveness will be important moving forward to ensure success.

What options are available for marketers when it comes to measuring effectiveness?

There are various options available to marketers for understanding the impact of marketing and advertising on brands objectives in the short and long term. A measurement framework outlines how a company measures advertising performance, highlighting the most relevant KPIs, goals and targets. A measurement framework works by laddering up metrics and methods to business or brand objectives.

The IAB's Advertising Effectiveness Measurement Framework below, simplifies measurement into three key areas; Media, Brand and Sales Effectiveness and aligns the main techniques and metrics for each of the outcomes.

The ongoing reduction in signals and impending privacy regulation will continue to impact on the availability of data that helps marketers activate, measure, and optimise advertising performance. Marketers should develop their own marketing measurement framework to ensure metrics are always collected and reported in the context of business objectives and the collection of data continues as technology and privacy laws evolve. Some techniques in the framework below are unaffected by the deprecation of signals and will therefore continue with no disruption, however others are highly impacted.

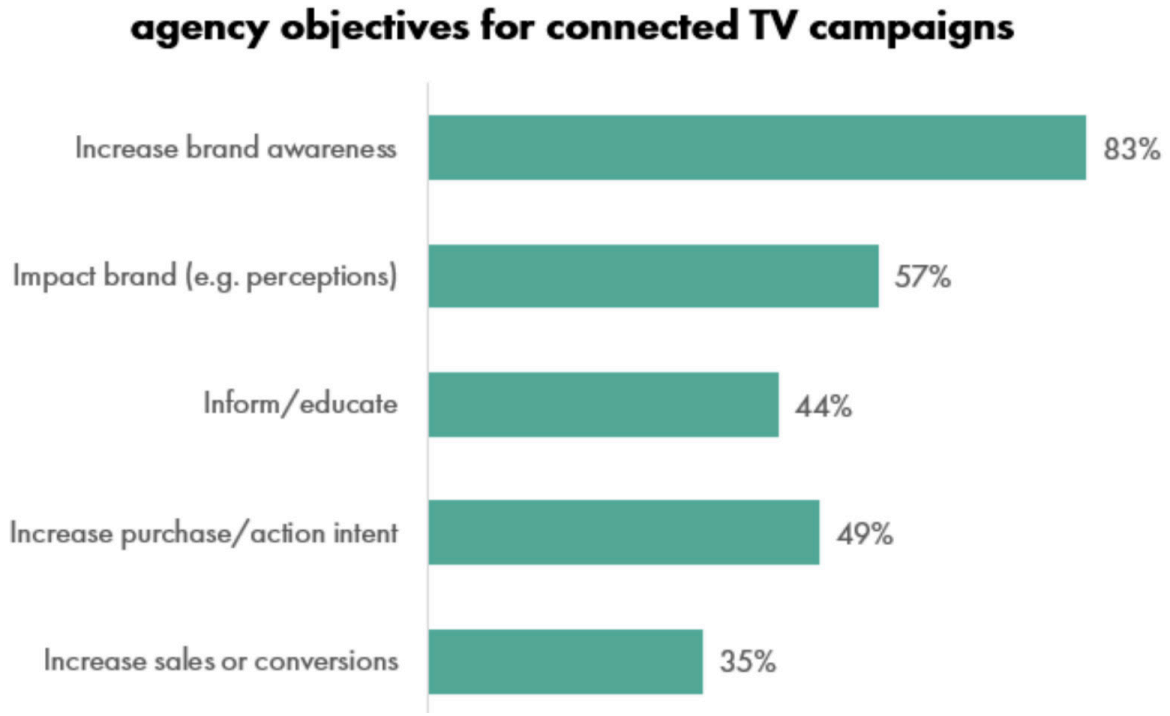
IAB Australia Measurement Framework

	MEDIA EFFECTIVENESS ➢ IMPROVE DELIVERY	BRAND EFFECTIVENESS ➢ IMPACT BRAND	SALES EFFECTIVENESS ➢ INCREASE SALES
TECHNIQUES	• Viewability • Ad attention measurement • Media verification • Audience demographic verification • Digital campaign delivery metrics • Cross-media campaign reach & frequency	• Ad recall tracking • Brand-lift • Brand equity measurement	• Market Mix Modelling • Path to conversion • Multi-touch attribution • Sales-lift • Customer lifetime value
MEASUREMENT	The measurement of audiences reached by marketing communications and the understanding of how efficiently this is achieved. At its core it is the understanding whether valid impressions were served to humans and to what extent those impressions were viewable. There is increasing adoption of attention-based measurement to assess whether a person has seen an ad and for how long.	The measurement of how marketing communications create mental structures (associations, consumer perceptions of brand meaningfulness and uniqueness, etc.) that will pre-dispose potential customers to choose one brand over another (brand building) and how they impact brand recall that may influence choice of products for consumers already in the market (share of mind).	The measurement of how marketing communications affect or influence consumer behaviour in relation to purchasing. 1. Long-term effects on brand business growth: impact on sales, profit, market share, penetration, loyalty and price sensitivity 2. 2. Short-term activation effects on shoppers: transactional or intermediate direct responses and conversions (like sign-ups, leads, immediate sales online and offline).
METRICS	• Impressions (viewable, fraudless, brand safe) • Target reach and frequency (deduped across devices if relevant) • Size of demographic audience group • Attention time metrics	• Unaided & aided brand awareness • Ad awareness • Brand favourability • Message association • Purchase intent (brand consideration) • Image attributes • Brand equity	• Long-term - Sales penetration, Customer-lifetime value, Return on profit • Short-term - Uplift in sales conversions and leads attributable to communications activity (MTA), Incrementality / sales/penetration lift / Return on advertising spend (ROAS)

It is important to measure what you set out to achieve, be clear on campaign objectives and ensure assessment of success can answer those objectives.

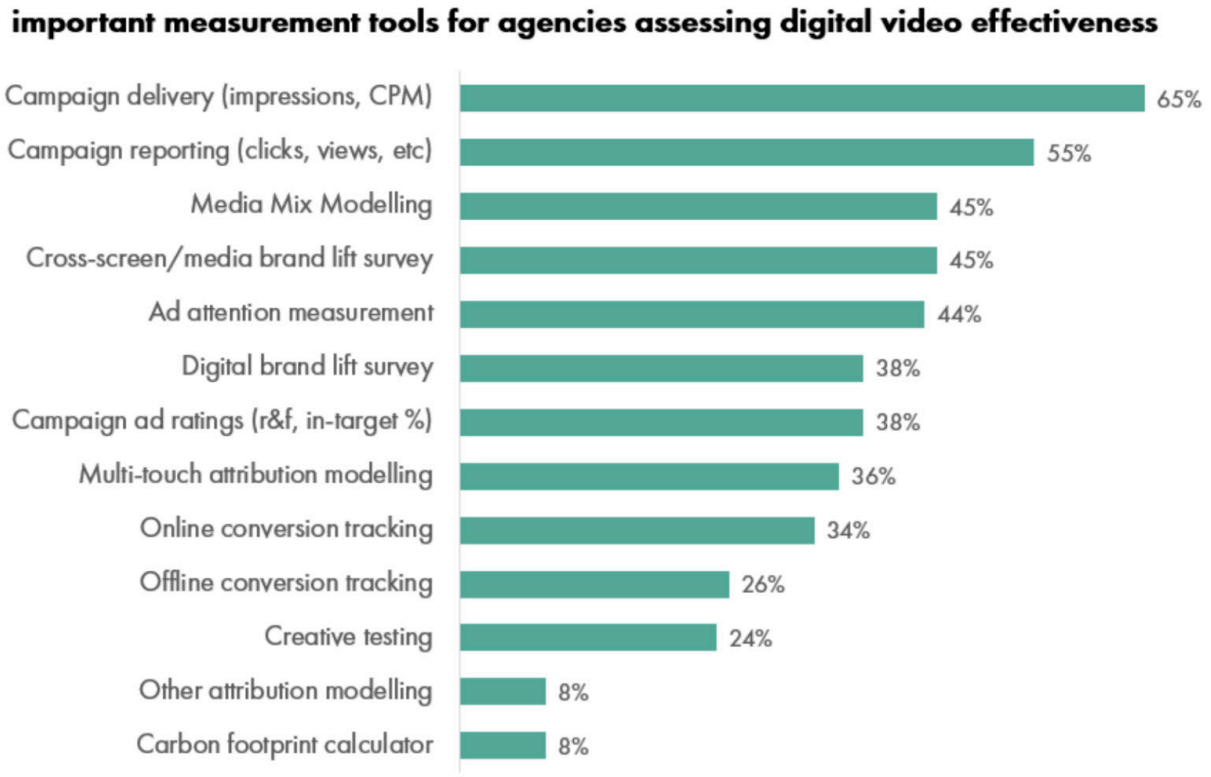
Increasing brand awareness is the predominant objective for Connected TV advertising. The IAB Australia Video Advertising State of the Nation 2023, reports 83% of agencies had used Connected TV for increasing brand awareness and 57% for impacting other brand measures.

The Report also outlines a significant year on year increase in agency use of digital video on computer and mobile for increasing purchase intent (up 6% pts on last year) and increasing sales (up 10% pts on last year). These changes are reflective of the current economic market driving focus on short-term sales, however these changes were not seen in usage for Connected TV campaigns. 35% of agencies continued to use Connected TV campaigns to increase sales or conversions.



Source: IAB Australia Video Advertising State of the Nation 2023 conducted by Hoop Insights and Strategy (advertiisng and agency decision makers, n=133). Q: What have been the objectives of the Digital Video Advertising on Linear TV/Connected TV/Digital video on computer or mobile you've been involved with over the past year?

The IAB Australia Video Advertising State of the Nation 2023 reports how agencies are rating the importance of measurement tools for assessing digital video effectiveness (including Connected TV). Over recent years, in preparation for the retirement of third-party cookies, IAB industry surveys have shown advertisers and agencies increasing their usage of resilient measurement techniques (including Brand Lift Studies and Market Mix Modelling). Over the same time, the usage of cookie reliant methods such as Multi-touch Attribution and online conversion tracking have declined.



Source: IAB Australia Video Advertising State of the Nation 2023 conducted by Hoop Insights and Strategy (advertiisng and agency decision makers, n=133). Q: When assessing the effectiveness of your Digital Video advertising investment on Connected TV, computer or mobile, which of the following measurement tools are important to you?

No one metric or methodology will provide the full picture of advertising effectiveness, a combination of tried and tested techniques and metrics, are likely to be needed to understand the holistic impact of all advertising investment.

Campaign delivery measurement is the most used key performance indicator for digital video advertising success. This metric demonstrates media planning success but should be used in combination with effectiveness metrics to show the impact the campaign had on marketing objectives once it reached the intended audience.

The IAB Australia Video Advertising State of the Nation 2023 reports that **Market Mix Modelling** has increased in importance from 32% in 2021 to 45% in 2023 to become the third most important technique for assessing digital video effectiveness. Market Mix Modelling (MMM) is a form of econometrics which predicts how all advertising activity (e.g. TV, print, out of home, online video, social media, and search) translates into incremental sales. MMM is a statistical analysis of aggregate sales, advertising and marketing data, and data on other factors outside a marketer's control, that quantifies the impact of different marketing channels and tactics (the marketing mix) on financial outcomes over time.

Market Mix Modelling is not a new technique but is experiencing a revival and evolution. MMM deals primarily with de-identified and aggregated data sets, so the new privacy landscape and legislation in Australia is likely to have a minimal impact on the efficacy of the technique. The technique has evolved in recent years thanks to the power of cloud computing, bringing the speed of insights down from months to days. Advancements in machine learning and computing power have resolved some of the common complaints of MMM, like timeliness and providing the capability of drilling down into more granular drivers of performance such as creative, format and geography.

The **IAB's Marketing Mix Modelling online education and Q&A video with Mutinex**, provide some essentials on how the technique works. Also the IAB's **'Evolution in Market Mix Modelling'** whitepaper provides perspectives from across the industry on extracting value and considerations for undertaking Market Mix Modelling.

Cross-media and digital brand lift studies continue to be an important way to assess digital video advertising (and many other digital formats) effectiveness. **Cross-media brand lift surveys** aim to track multichannel marketing campaigns in one study by isolating the impact of each channel on brand success. Cross-media brand lift studies establish media exposure to identify which channels build key brand associations and how channels interact and work together.

Best practice **brand lift surveys** adopt a control and exposed research design to quantify the difference between those who did and didn't see a campaign, measuring incrementality (the impact due to your advertising activity that would not otherwise have happened). Brand lift surveys measure brand metrics such as awareness, familiarity, favourability, consideration and intent. They can also cover claimed behaviours and attitudes.

Incremental brand impact results rely on the:

i. Exposed audience: A group comprising individuals who were served the ad.

ii. Control audience: This group consists of people who were not exposed to the ad impression; they serve as a comparative point to understand the incremental brand lift as a result of the paid media

By analysing the exposed audience responses to the brand survey relative to the control group, researchers can derive an incremental brand impact result.

There are many measurement services available across the industry to help marketers understand the impact of their connected TV campaigns. Partnerships with publishers, networks and research vendors can help marketers set up best practice experiments and match passive exposure and respondent data.

The constantly evolving TV consumption landscape opens new avenues for measurement and effectiveness. For example, Ashley Spinks Senior Insights Manager at Seven West Media explains how Seven's recent data matching advancements have evolved the brand lift approach, providing an alternative solution that eliminates the need for pixel insertion and leverages Seven's first party data sets:

"By leveraging Seven's robust community research panel alongside matched 7plus user data, we can gain a holistic understanding of our audiences, ad exposure and platform engagement. This audience, who comprise active opted-in and incentivised participants, not only make our measurement privacy compliant but also nimble and effective."

Like traditional digital measurement solutions, feasibility remains a challenge with this approach, however, the increasing adoption of Connected TV (CTV) is promising, with 89% of households owning a CTV, up from 82% last year[1], our available audience pool of exposed respondents continues to grow, reducing feasibility barriers for future measurement.

These digital data matching advancements have enabled 7Insights to implement a more cost effective, quick-turn measurement solution that is lower touch for our clients. **"We are excited to continually refine our methodologies and empower our stakeholders to strive for successful brand outcomes."**

For YouTube, Brand Lift is available for in-stream and bumper ads bought via auction. Once your ad campaigns start running, Google will start showing your Brand Lift surveys on YouTube before a video starts. These surveys will be shown to the following groups:

- People who have seen your ads
- People who were eligible to see your ads, but didn't see them

The difference in the responses between the group who saw your ads and the group who didn't will determine the influence that your ads have on key brand metrics, such as ad recall, awareness, consideration, and more.

Cross-channel ad exposure

Consolidating activity via a DSP allows brands to tie together their CTV activity across multiple publishers as well as tying their CTV ad exposure to other digital channels (Audio, Video, In-App, Display). Not only can frequency be controlled within and across these environments, brands can also run sequential messaging across channel and device, and drive users down the purchase funnel. This means that brands can connect with their audiences on the largest device in the household, then track and measure activity along the entire campaign journey, down to a conversion from a mobile device.

Footfall

A brand can now drive offline attribution from their CTV campaigns by implementing footfall tracking across their activity via a DSP. There are various tech partners that are integrated with DSPs which enable the ability to measure footfall, including: Lifesight, Foursquare, Adsquare, Blis and DV360. Footfall tracking uses hyper-local data to match users who have viewed a CTV ad, and later visited a brand's store.

[1] Nielsen CMV National Survey 1 2024 vs. Nielsen CMV National Survey 1 2023. Based on Q: Which of the following TV sets/features do you have in your household

Measuring the Impact of CTV Investments: A Buyer's Perspective

Cross screen measurement enables brands to gain insights into the incremental impact of their advertising efforts across both traditional linear TV and digital platforms. This allows for a more comprehensive understanding of the effectiveness of their marketing strategies.

By tracking the user journey across various screens and utilising identity resolution, advertisers can target households more effectively, ensuring a more personalised and relevant approach to their audience.

Omnichannel campaign measurement facilitates the connection between ad exposure and purchase data, providing valuable insights into the impact of advertising on consumer behavior. Additionally, brand recall surveys offer a way to gauge the effectiveness of advertising campaigns in terms of brand recognition and recall.

Measuring uplift against CTV first strategies involves tracking metrics such as app downloads and branded search activity, providing a clear picture of the impact of CTV advertising efforts.

Interactive ad formats, including Picture in Picture, Pause Ads, Sequential Ads, QR Codes, and localised targeting based on location, enhance engagement and interaction with the audience, leading to a more immersive and impactful advertising experience.

In-flight and post-campaign reporting metrics, such as reach, frequency, completion, and VTR (view-through rate),provide comprehensive insights into the performance of advertising campaigns across different screens, enabling brands to make informed decisions based on real-time data.

CTV measurement and verification metrics for Agencies and Brands:

1. **CTV rendered and fully on-screen: measure and optimise away from TV-off environments and ensure CTV ads are actually being seen by CTV viewers:** This involves ensuring that ads are displayed and optimized for viewing on connected TV (CTV) screens, minimizing exposure in TV-off environments and verifying that CTV ads are being seen by the intended audience.
2. **Device-level & TV OEM transparency: reach and measure audiences at an addressable level with ACR/Broadcaster data and deterministic identifiers:** By leveraging Automatic Content Recognition (ACR) and broadcaster data, advertisers can gain transparency at the device level and from TV original equipment manufacturers (OEMs), allowing for more precise audience targeting and measurement using deterministic identifiers.
3. **Actionable CTV insights in real-time:** verification reporting, transparency, and custom reporting allowing buyers to optimize in real time: Real-time actionable insights, verification reporting, and transparent custom reporting empower buyers to make informed decisions and optimize their CTV advertising strategies in real time based on accurate and timely data.
4. **Sustainability measurement:** Scope 3 measurement, implementing sustainable buying protocols such as oRTB 2.6: This involves measuring the environmental impact of advertising activities, including Scope 3 measurement, and implementing sustainable buying protocols, such as open Real-Time Bidding (oRTB) 2.6, to promote environmentally responsible advertising practices.
5. **Measuring reach across more diverse audiences:** Advertisers can measure their reach across a wider and more diverse range of audiences, ensuring that their advertising efforts are effectively reaching and engaging with diverse consumer groups.

Most CTV deals continue to be transacted via Direct IO or PG/PMP or publisher auction as this helps to give buyers greater control and line of sight into campaign reach and measurement. The majority of programmatic deals are traded via PMP as agencies and buyers are able to curate a taxonomy of premium environments where they know they can reach audiences they wish to target.

chapter 4

audience measurement for ctv ad planning

As outlined in the previous chapter, measurement complexities are challenging the advertising industry. Comparable cross-screen audience data within industry standard systems is cited as a key challenge that the industry is looking to solve.

Further industry collaboration will be required to develop the measurement and tools to understand reach, duplication and characteristics of video audiences across screens including Connected TV, mobile, computer, and tablet. Ad buyers are also increasingly planning and buying digital video in combination with other media such as digital display, digital OOH and retail media opportunities. Industry standard cross-media measurement is vital to meet advertiser and agency needs and development of comparable planning data will continue and evolve over time.

Industry standard media currencies, provided by independent measurement partners, continue to be important for transparent, robust and comparable measurement that advertisers rely on for accountability for their investments and ways to evaluate opportunities consistently across all media. **As measurement evolves to meet future cross-media needs in an increasingly fragmented market, data partnerships and collaboration to integrate other datasets into industry standard systems will be an important avenue in plugging data gaps and providing enriched consumer information.**

Standards within each media channel set a platform for cross-media measurement but it is only with industry-wide collaboration and agreement on principles, consistent definitions and fair metrics across all media that we can bring measurement systems together, along with other supplementary datasets, to ultimately assist advertisers make smarter cross-media investment decisions.

Creating robust, transparent, inclusive industry standard measurement systems is challenging when faced with increased media fragmentation. There has been significant developments over the last year in cross-screen measurement for broadcaster content & DSP moving to enable the cross-screen measurement of YouTube, BVOD and SVOD as inventory opens up, however more work is required to create a complete view inclusive of all offerings.

Australia now has an integrated viewership database that combines traditional broadcast viewing on TV sets and streaming audiences on connected devices, via VOZ. VOZ brings together OzTam TV ratings and OzTam VPM connected device viewing data to deliver an all-screen, de-duplicated picture of what Australians are watching.

VOZ provides cross-screen measurement, encompassing not only Connected TV but also linear television. BVOD ID serves as the foundation for a screen strategy in terms of activation and is exclusively available across the broadcasters. This approach offers a comprehensive view of audience behavior across CTV, connecting linear TV, streaming, and gaming through device data, providing insights into audience engagement and interaction across various platforms and devices.

Ipsos iris, the industry's independent, IAB Australia endorsed digital audience currency, first launched in March 2023 continues to evolve with an exciting roadmap focused on digital video measurement.

In the first stage of video audience measurement extending to CTV audiences, Ipsos has partnered with OzTam on a world first for cross-channel audience measurement, with the integration of BVOD metrics into Ipsos iris, providing cross-channel video audience measurement across multiple devices and content types.

For the first time, free-to-air TV networks are able to provide a complete audience sizing for their digital video and media assets in a trusted currency environment. **It also allows media planners to combine and compare BVOD audiences across devices, including CTV, with the breadth of media brand audiences, inclusively measured by Ipsos Iris.**

Media owners and agencies are able to view the incremental reach of BVOD audiences when added to web and app audiences, across all devices in the Ipsos iris measurement system. This data integration also enables direct comparisons of audience profiles across all devices and content genres for BVOD audiences, compared to both web and app audiences.

OzTam's BVOD data in Ipsos iris is sourced from OzTam VPM (Video Player Measurement service) – Australia's official measurement for BVOD content. The new data is at the level of BVOD service (ABC iView, 7Plus, 10Play, SBS On Demand) and TV genre (Children, Documentary, Lifestyle, Movies, News/ CA, Reality, Sports Entertainment).

The inclusion of BVOD data is the first step in evolving the measurement of digital video including CTV in Ipsos iris. **Ipsos are currently working on extending YouTube measurement for CTV, as well coverage of other services.**

Google, Ipsos and IAB Australia recently announced the launch of enriched YouTube audience reach and watch time data across mobile, desktop and tablet into the Ipsos iris digital audience currency, enabled by a data integration with Google. This provides agencies and advertisers greater capabilities to analyse media content across key platforms and devices in one consolidated space, and against uniform demographics and 500+ audience segmentations available in Ipsos iris. Ipsos are continuing their innovation to deliver a more complete picture of YouTube video consumption including CTV during the second half of 2024.

These developments are important steps in the industry's quest to define the full Australian digital video viewing landscape across all screens within a trusted system, adhering to common standards for robustness and transparency.

chapter 5

considerations when planning for a ctv campaign

1. Inconsistency of planning data

Buyers commonly run into challenges trying to articulate the true scale of CTV holistically with a lack of data currently available to help break down the reach by device type, to put context around the channel planning process. Typically planning is reliant on device owners e.g. Samsung, LG to share the scale of their device penetration or the broadcast networks to forecast the % of delivery that will be available across CTV devices.

2. Ad fraud: CTV inventory is the most prone to spoofing due to the higher CPM's

CTV inventory is particularly susceptible to ad fraud, as the higher cost per thousand impressions (CPM) makes it an attractive target for fraudulent activities, posing a significant challenge for buyers looking to invest in CTV advertising.

The topic of Ad fraud on CTV is a murky space as there is limited visibility into the tracking and reporting of the alleged fraud. Our advice to marketers is to only include supply from premium Australian broadcasters they have established relationships with when accessing CTV inventory.

For buyers, there has been an increase in partnerships with verification vendors such as IAS or DoubleVerify as their capabilities across CTV devices are growing rapidly. Also, standards such as Ads.Cert 2.0: https://iabtechlab.com/ads-cert/ from IAB Tech Lab will help to improve verification and prevent increases in ad fraud.

3. Limited parameters and signals being passed downstream making it more difficult to target against relevant content

The limited parameters and signals being passed downstream create challenges for buyers in effectively targeting relevant content, as they may face difficulties in reaching their desired audience with tailored advertising messages. First-party data and ACR data, are highly valued from a buyer's perspective, but can be heavily siloed and as such leaves holes in the planning, activation and measurement of a campaign.

For buyers, an aggregated interface where all device make and model data can be understood in one place would be highly effective. Arguably, buyers wouldn't necessarily expect the viewing behaviour to be different on different devices but to be able to understand combined potential reach for targeting audiences would be extremely helpful.

4. Measurement

Buyers encounter challenges related to measurement, including accurately assessing the performance and impact of their CTV advertising campaigns, which can impact their confidence in investing in this channel.

For buyers, the most common challenge is the ability to aggregate data sources to give a true representation of CTV as a channel and/or device to evaluate performance. Particularly so for campaigns with reach and frequency objectives. Continued industry collaboration and integration of data into a shared single source is very much in demand.

5. Guarantees on ad-separation e.g. making sure Coke and Pepsi ads aren't being shown back-to-back

Ensuring guarantees on ad separation, such as preventing competitive ads like Coke and Pepsi from being shown consecutively, presents a challenge for buyers seeking to control the context in which their ads are displayed.

Similarly, implementing effective frequency controls at the pod and session level can be challenging for buyers, impacting their ability to manage the exposure of their ads to viewers and optimise campaign performance.

For buyers,more education and transparency via the supply chain on how ad separation is being managed is required.

6. Viewability, making sure ads aren't being prefetched too early in case the viewer changes channel yet the ad is queued to play and the impression beacon is fired

Ensuring viewability poses a challenge for buyers, as they must navigate issues such as ads being prefetched too early, potentially leading to discrepancies between ad impressions and actual viewer engagement.

For buyers, industry standards, best practice guidelines and greater education is necessary. For example the differences between live and on-demand viewing that may see results vary.

7. Technical issues that can hinder the delivery of a campaign (from ad tech infrastructure, implementation errors (ads not set-up, targeting mismatched, invalid traffic, overbooking)

The most recent working group at IAB Tech Lab is the Cryptographic Security Foundations Working Group. This group has just upgraded the ads.cert framework to enable full authentication through cryptography of the user, the device, the publisher, any ad tech intermediaries, and the buyer so as to fully guarantee the integrity of a transaction.

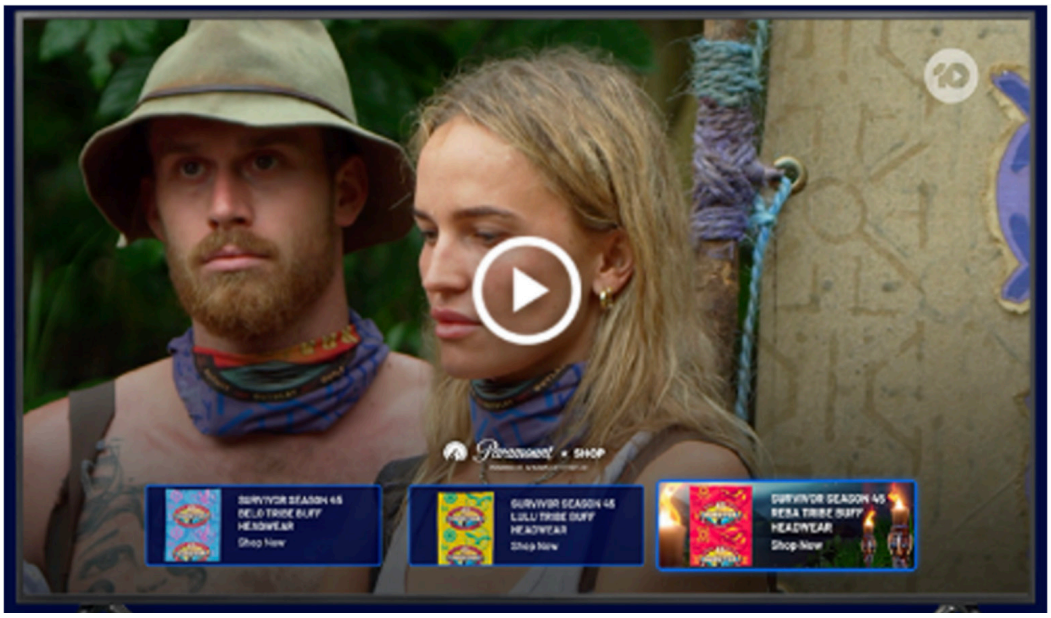
chapter 6

creativity in ctv

By blending the power of digital advertising with the visual impact of the larger screen, Advertisers can leverage both scalable and premium creative opportunities, making CTV a compelling platform for storytelling to audiences. According to Innovid and Digiday, 41% of marketers agree that connected TV allows for engaging creative formats. Data-driven, non-disruptive, immersive, and interactive creative is driving deeper and more meaningful connections to audiences.

Advertisers are leveraging dynamic creative optimization (DCO) in CTV to deliver real-time, personalized ad content, significantly enhancing the relevance and impact of their campaigns. Dynamic creative optimisation lets brands' TV commercials work harder for them by allowing brands to custom-target ads at individual households in real-time. Innovation in ad technology is enabling creativity in CTV combined with data and personalisation.

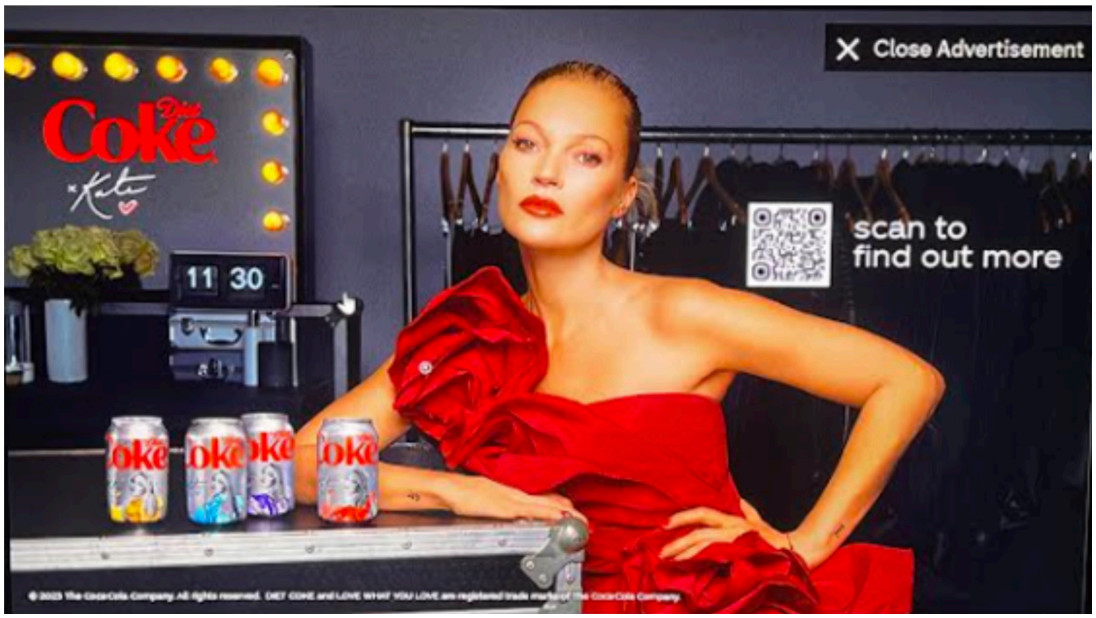
Shoppable TV is emerging as a key trend that merges creativity, connection, and commerce. It is a prime platform for advertisers to showcase scalable and premium creative opportunities, including direct-to-consumer Shoppable TV formats. The growth of streaming and advancements in tech add greater flexibility in ad formats, making room for embedded ecommerce solutions. Creativity in CTV, paired with Shoppable elements, deepens consumer engagement and facilitates seamless progression from advertisement to purchase.



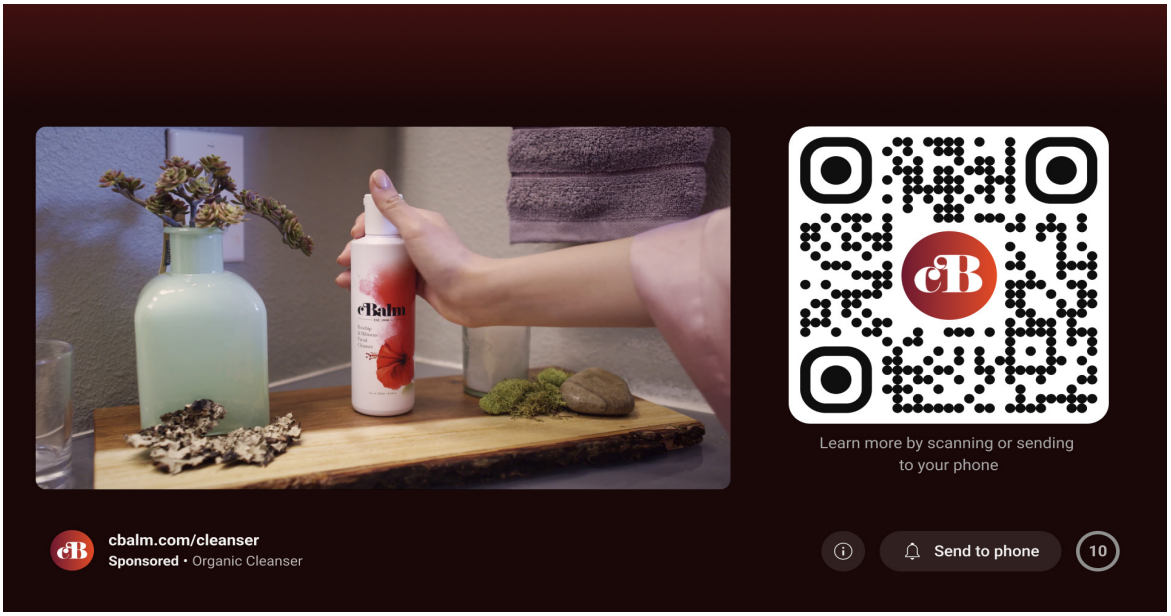
Example:
Paramount AU Shoppable POC with Survivor

Further examples of creative use of ad formats:

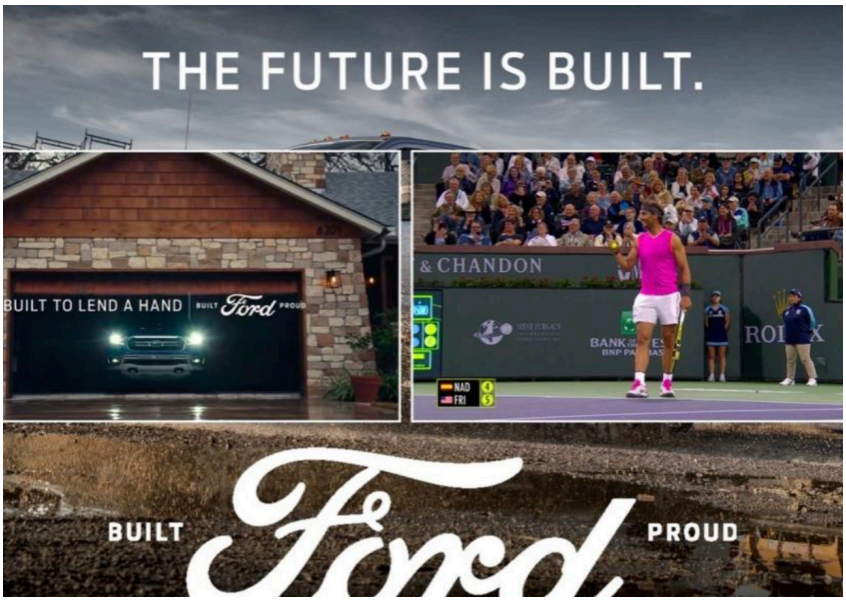
Example:
Interactive Ad: CTA lets you engage via the remote and order directly



Example:
Pause Ad: QR code to measure direct response



Example:
Interactive Ad with QR Code



Example:
Picture in Picture Ad: can also be localised based on location “book a test drive at (closest dealer to the IP address of the connected device)”

Native CTV Home Screen Ad Formats:

OEMs (Original Equipment Manufacturers) are in a unique position to offer high-impact native ad formats on the Smart TV home screen. These ad formats are natively integrated into the Smart TV experience to connect with viewers the moment they switch on their TV and are designed to grab the attention of viewers before they head into chosen entertainment platform whether that be SVOD, AVOD, FAST, BVOD, linear or gaming.

Example:
Samsung Smart TV: Home Screen Native Ads

Example:
LG and Hisense TV Home screen

chapter 7

updates to iab tech lab standards and benefits for the australian ctv market, including an introduction to the advanced tv roadmap

OpenRTB 2.6 and Why it Matters for CTV

IAB Tech Lab initially released v2.6 of the protocols for real-time bidding in April 2022. Since then, there have been incremental improvements every few months or so, with a particular focus on CTV. The latest version is 2.6-202303 and was released in March 2023.

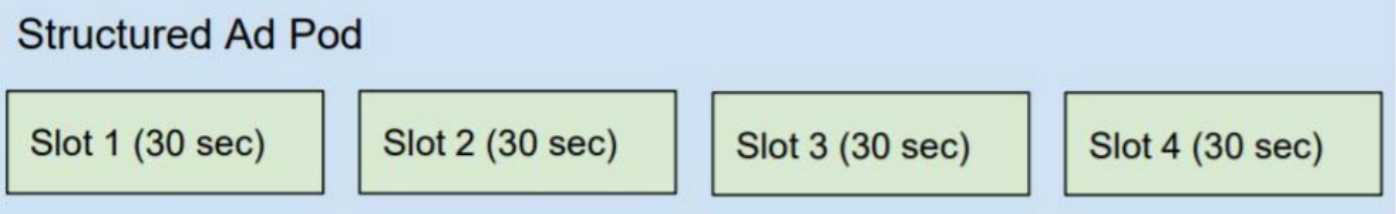
There are 3 key recent updates to OpenRTB that are worth being aware of:

Ad Podding: The initial key features of these new protocols dramatically improved programmatic buying of CTV inventory by better enabling structured, dynamic and hybrid ad pods. As a result, media owners could now better monetise CTV commercial breaks by allowing their advertising clients to:

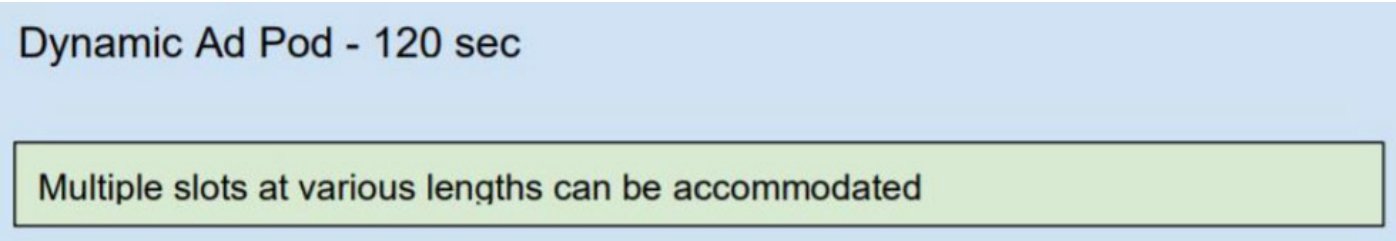
- Place multiple ad requests within one bid request
- Have greater flexibility in the number of ad slots and their length
- Have access to a much more comprehensive range of CTV inventory

The addition of ad pods in CTV brings ad buying in line with the way traditional TV advertising is bought and sold, with the added benefit of flexibility enabled by digital real-time programmatic ad bidding – giving buyers the best of both worlds. A summary of the three types of ad pods are below.

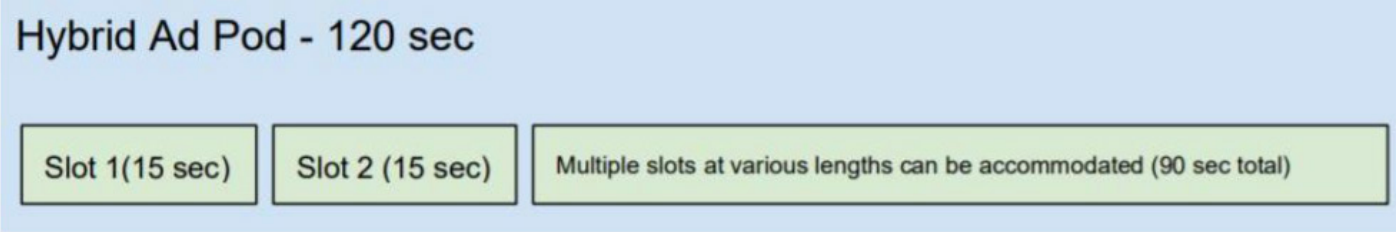
1. **Structured Pod:** The seller offers a fully defined pod structure; the number of ad slots, their slot in the ad pod, and duration is predefined and static.



2. **Dynamic Pod:** The seller offers a pod structure where the number of ads and the duration of each ad in the break is indeterminate, but the total duration and maximum number of ads are constrained. In other words, the total duration of the pod is known, but the number and duration of the individual ads within the break may not be defined ahead of time. This allows bidders more flexibility to optimise their selection of ads across the demand on their platform.



3. **Hybrid Pod:** The seller offers a pod structure containing both structured and dynamic components. In other words, the ad pod is composed of some combination of ad slots with predetermined durations, and ad slots constrained by a total duration and also a maximum number of ads.



This update to ad podding allows for a single request to be sent out for the entire ad pod, and whilst this gives media owners more control and provides buyers with greater transparency – it is also critically much more efficient.

Why is this important?

These latest protocols are not only more effective for both buyers and sellers of CTV, but importantly much more efficient. With sustainability becoming an increasingly critical focus it was heartening to see the results from a recent collaborative study from Index Exchange, Publica, and the Trade Desk which showed an 84% reduction in ad selection carbon emissions when CTV ad spaces were purchased from a programmatic supply chain using OpenRTB 2.6's pod bidding, versus older OpenRTB protocols.

Video placement improvements in OpenRTB

Another important update in OpenRTB 2.6 is the alignment with the recently updated Video Ad Format guidelines with new technical guidance for advertisers to better differentiate between in-stream and out-stream placements. This involves working with a newly redefined set of categories that better reflect the current state of video players, to enable advertisers to programmatically differentiate between in-stream and out-stream ad placements. The ability to distinguish between these two inventory types is important because streaming services invest enormous resources into developing quality content that attracts larger audiences, for which advertisers justify paying a premium fee. These updates are designed to help buyers better determine the value they bid for genuine in-stream video inventory.

- In-stream video players will be required to be set to 'sound-on' by default at the start – but due to Chrome's auto-muting of most video players that can't be the sole criteria. 'Explicit demonstrated intent to watch the video' is also suitable for in-stream classification.
- There will be a new field called 'plcmt' that will contain the new values and can exist in tandem with the legacy 'placement' during an ample migration period.
- There should be a distinction between outstream placements without editorial video content and those that only contain standalone ads.

- The previously defined values of in-article and in-feed were found to be a confusing distinction without much difference and were removed in favour of the new categories, which are a better proxy for value. If these style players contain video content, they will fall under the collapsed new category called "Accompanying Content."
- The category of in-banner has been largely preserved and clarified to be called "No Content / Standalone.' In-article or in-feed players today that don't have video content will also fall under this category.
- There is now an interstitial category for full-screen takeover video ads, whether web or in-app.

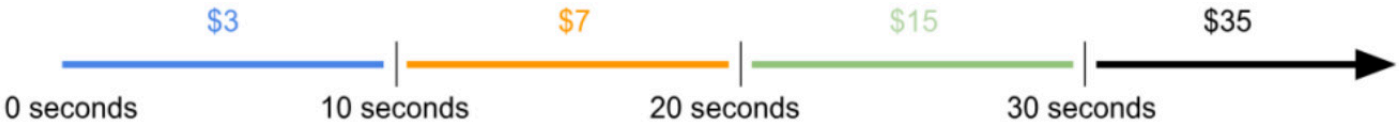
Why is this important?

Some DSPs are looking to enforce these new standards before IAB Tech Lab's March 2024 required adoption date. As a result, SSPs are working with clients to adopt these new values and most major publishers are now working to make the necessary corrections, but there may be some operational headaches. There could also be a period of transition for both buyers and sellers and to avoid any issues we recommend that you speak to your vendors and refer to the migration guidelines outlined in the implementation guidance.

Guidance on the Use of Floors

The next iteration of OpenRTB 2.6 is likely to be released next month (v2.6-202310) and an interesting proposal for this next release has just this week been published for comment/feedback, proposed by Index Exchange into IAB Tech Lab's Programmatic Supply Chain Working Group.

It relates to a proposed new OpenRTB object called 'DurFloors' (duration floors). Duration floors would allow a seller to specify pricing for creative durations in a number of ranges enabling them to price inventory based on the multiple possible durations of video or audio creatives that bidders may return in their bid responses.



The current protocols allow sellers to specify a desired number of creatives and duration, and set dynamic price floors based on CPM per second using the 'mincpmpersec' field. Now sellers can also express a non-linear relationship between the duration of creatives and the associated floor price of the impression opportunity.

Why is this important?

Yield management is critical for sellers and they want the ability to make trade-offs between creative duration and potential monetisation. Some sellers may prefer to show one 15-second ad at a $30 CPM rather than two 10-second ads each at a $15 CPM to meet their commercial goals whilst showing the consumer a shorter ad break. Media owners being able to specify floors for video and audio bids of various duration ranges, in both podded and non-podded bid requests, should become a useful tool. Ultimately the more transparent and informative sellers can be to buyers the better and the increased flexibility and capabilities of the ever-evolving OpenRTB protocols is genuinely impressive.

To review the latest version of OpenRTB click here

Content Signals for CTV Supply

The Content Object helps provide more detailed content-level metadata to CTV supply, describing in greater detail the actual video content rather than its more generic environment. This can be shared almost universally across buyers, sellers and tech partners allowing more traditional media buyers to be more comfortable as a result of greater transparency and using a similar approach to that they use for linear TV.

The varying types of content metadata (22 in total) include genre, rating, and duration and some examples can be seen below from an opportunity to advertise beside a typical auto review:

- Content Categories: Automotive/Convertible (8)
- Auto Type/Performance Cars (16)
- Content Channel: Editorial/Professional (1001)
- Content Type: Review (1021)
- Content Media Format: Mixed (1026)
- Content Language: en (1068)
- Content Source: Professionally Produced (1215)

With broad adoption of this video content metadata would give buyers more control over the content they align their ads with and the audiences they reach – enabling media owners to access demand for contextual audiences, streamline curation, and ensure ads served align with their content to ensure a better consumer experience. The consistent adoption of the parameters and an industry-wide push to standardise the metadata will create network effects for publishers, support transparent contextual targeting and reporting, and improve access to curated premium video audiences for buyers.

Additionally, several different content fields are also now communicated via extensions in both version OpenRTB 2.5 and OpenRTB 2.6 to promote ‘Content Channel’ and ‘Content Network’ – two of the more commonly used content extensions.

In CTV, having the channel and network information available at the time of bid request is very valuable to buyers, as passing the actual channel that the user is watching along with the network that owns the channel, bid requests in OpenRTB can now have the necessary information for buyers to make the most optimal decision for their brands.

The nomenclature is based upon the IAB Tech Lab’s Content Taxonomy (now on version 3.0) which provides a ‘common language’ that can be used when describing content. Other traditional uses for the content taxonomy are contextual targeting and brand safety.

The 3.0 version of the content taxonomy includes updates to better support a variety of areas – News, Video/ CTV content, Podcasts, Radio, Games and App stores. The changes include updates to "Aboutness categories" as well as to the additional "vectors". This update includes some deletions which make this version of the taxonomy non-backwards compatible with previous releases.

To view the latest version of the Content Taxonomy click here

Basic Recommendations

- We advise publishers to commit to ensuring CMS and AdServer compatibility, standardise the metadata based upon the IAB Content Taxonomy and starting passing these signals onto SSP partners.
- We advise DSPs to prioritise the work on development roadmaps to update their tech with the related targeting capabilities, enabling them to seamlessly ingest content object into the bidder.
- We advise industry generally to 3vangelise the benefits and help drive pan-industry adoption and collaborative testing with consistent nomenclature based upon the IAB Tech Lab's Content Taxonomy.

2024 VAST CTV Addendum

IAB Tech Lab's Video Ad Serving Template (VAST) is the established technical standard for the video supply chain. It is the common language for buyers and sellers to provide the required details about video ads. These details, the ads metadata, and links to assets have a defined structure in a VAST tag so that ad platforms can decide what to send and how to track what was served.

VAST has served the market well as an effective and widely adopted standard...except that older versions of the specification still dominate the market. These older versions lack vital features for supporting Advanced TV use cases addressing the convergence of linear and connected TV environments.

VAST CTV Addendum 2024 now brings the vital features of VAST 4.x to earlier versions (notably VAST 2 and 3). This addendum includes retrofitting support for:

- Universal ad ID for cross-media measurement
- Open Measurement for consistent viewability metrics across devices
- Interactive Ads for enhanced user experience
- Higher-resolution Mezzanine Files for versatility across platforms and devices
- This addendum also includes a note about providing support for the latest

Standardising key features across all versions of VAST lays a foundation for improving the ecosystem of Advanced TV while lowering technical barriers to adoption. As adoption takes hold, so will innovation and growth in the TV market.

Note - Video player, server-side ad insertion (SSAI) vendors, and ad platform developers that program software to parse and execute VAST tags need to account for the extensions outlined in the most recent addendum. The most critical update is for registered ad id support. Upgrades to recognize and parse the <UniversalAdId> extension in VAST 2.0-3.x and the designated <UniversalAdId> field in VAST 4.x will help improve ad identification for ad decisioning use cases. In addition, developers should also integrate with ad registries to validate the values supplied. Other updates support Open Measurement, interactive video creative using SIMID, and mezzanine files for higher resolution screens.

To review the latest VAST specs for CTV please click here

Advanced TV – The Roadmap

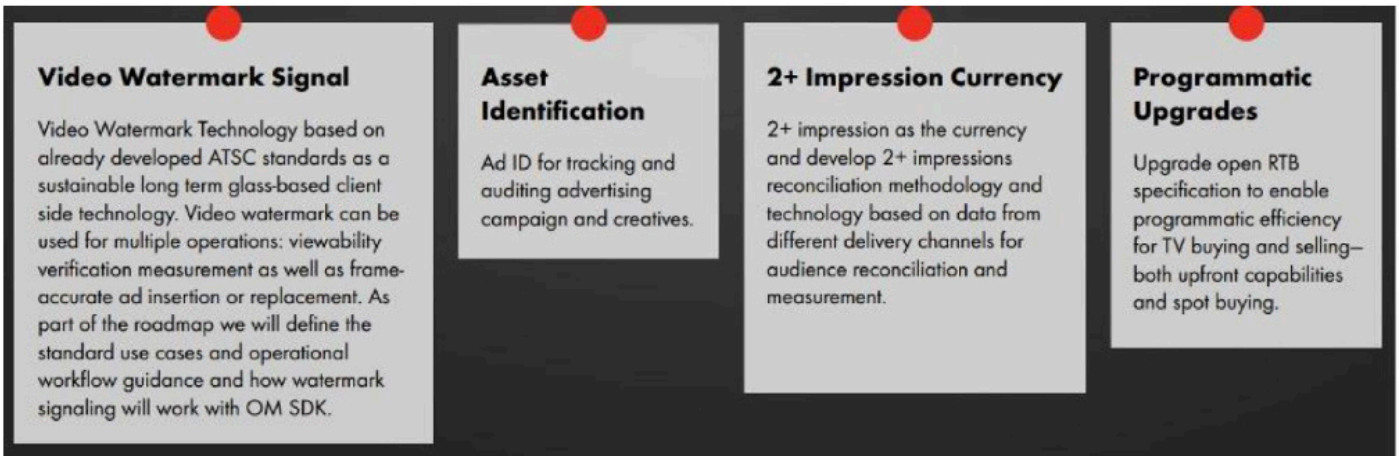
It's worth noting that IAB Tech Lab has recently developed a focused product roadmap for Advanced TV which has been designed to deliver the following objectives across different TV viewing over the next 3-5 years – linear platforms and emerging IP-enabled TV (CTV, OTT, Addressable Linear, streamed FAST channels) .

This commitment is one that will take years, not months - and at the heart of the project is ensuring that any ad can be identified and made accessible as part of the complete addressable landscape for both traditional broadcast as well as all emerging IP-enabled TV (CTV, OTT, Addressable Linear, streamed FAST channels) experiences.

In order to enable interoperability between legacy linear and connected television the plans are to look at five key areas.

- **Universal Reconciliation:** Create the structure for omni-channel sales management through streamlined and standardised reconciliation of TV buying across all CTV, linear and broadcast environments.
- **Cross-Environment Auditability:** Develop open-source measurability for tracking ad creative across all platforms.
- **Data Interoperability:** Establish a common technical framework for audience interoperability, universal addressability and cross-environment frequency capping.
- **Improved Ad Validation:** Further develop Advanced TV anti-fraud capabilities and more accurately account for viewability metrics.
- **Frame Accurate Ad Replacement:** Establish the foundations for impression-based TV markets, universal ad break management and ad slots signalling.

A key element of this is IAB Tech Lab's intent to establish a comprehensive Creative ID Framework, providing all segments of television delivery a fundamental building block, answering what played where and when whilst helping buyers understand the value of ubiquitous use of a creative ID across all TV environments.



Another interesting technological proposal relates to video watermark technology. This is based upon already developed ATSC 3.0 standards as a sustainable, long-term, glass-based, client-side technology. The video watermark can provide the capability to robustly embed ancillary data in the transmitted pixels of a video signal - and hence could be used for multiple operations, such as viewability verification, measurement and frame-accurate ad replacement for addressable inventory within linear media.

For more information on this roadmap simply click here

chapter 8

key takeaways

1. **Embrace Connected TV as a Full-Funnel Solution:** Marketers should shift the legacy perception of Connected TV (CTV) as solely an upper-funnel platform and reposition it as a comprehensive full-funnel solution. This approach allows for a more holistic and effective strategy to leverage the strength of CTV across all stages of the marketing funnel.
2. **Define Success Metrics at Each Funnel Stage:** Marketers need to define success metrics at each stage of the funnel, acknowledging the importance of consistent performance and aligning with key performance indicators (KPIs) to measure and optimise campaign effectiveness. This involves measuring advertising performance, highlighting the most relevant KPIs, goals, and targets.
3. **Utilise Various Measurement Techniques:** Marketers should utilise various measurement techniques to understand the impact of marketing and advertising on brand objectives in the short and long term. Techniques such as brand lift studies, market mix modelling, and cross-media brand lift surveys are important for assessing advertising effectiveness.
4. **Implement Data-Driven and Personalised Advertising:** Leveraging data and personalisation in CTV is crucial for marketers. They should source first-party data directly from users interacting with the CTV platform or from third-party data providers, and partner with data management platforms (DMPs) and content providers to enrich the data pool for personalised advertising experiences.
5. **Stay Informed About Technology Updates:** Marketers need to stay informed about technology updates, such as OpenRTB 2.6 and its benefits for CTV, as well as advancements in ad formats and content signals for CTV supply. Understanding and leveraging these technological advancements can enhance the effectiveness of CTV advertising campaigns.

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