GOING FROM AVERAGE TO WINNING:
ADVANCED TV (US)

WHAT YOU'LL LEARN

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DATA SOURCES
Unless otherwise stated, all the data in this report is pulled from MiQ's TV data sources. You can see more detail here.

There's nothing better than winning - especially when it comes to Connected TV (CTV). To help marketers activate their winning mode, we show how to achieve the best cost efficiency, frequency efficiency, and operational efficiency - and why it's so important.

See how your CTV campaigns will go from average to winning with MiQ.

THE LATEST CTV NEED-TO-KNOW

Streaming viewership is off the charts
CTV is still surging, and it's just as important as linear TV. 234 million people in the US are already using CTV. And MiQ's TV Intelligence platform shows that around 53% of viewers watch TV via OTT channels only, while just 10% watch only linear TV.

YouTube is being viewed on TV
While most other devices are seeing a decrease in digital video impression share, CTV has grown by 5.2%. For major DSPs, video impression share can even be as high as 71%. And YouTube is now being watched on TV, with 63% of users now accessing the platform via CTV.

AVOD is becoming more popular
180 million Americans - or 77% of the total CTV audience - watch content on ad-supported, video-on-demand (AVOD) platforms. Ad revenue is up by a huge 21.4% in 2024, and this is set to grow by an additional 56% by 2029. We're also seeing subscription apps beginning to use ads. 80% of Amazon Prime Video viewers now have an ad-supported subscription.

Ad spending isn't keeping up
CTV accounts for roughly 28% of the total time spent with digital media, yet CTV is only 10% of total digital media spend. Why? Our 2023 report found it comes down to concerns around cost, performance and operational efficiency[1].

[1] MiQ's 2023 Behind the Screens Report (US)

# How to achieve **better cost efficiency**
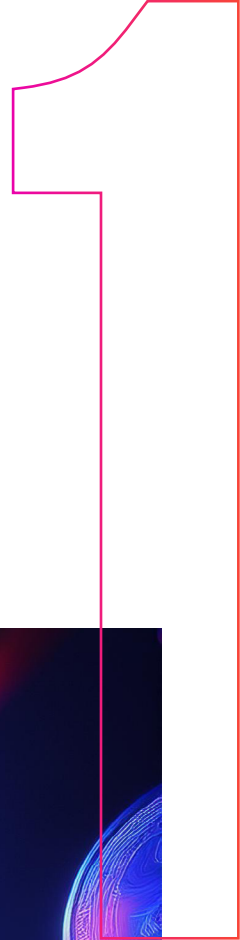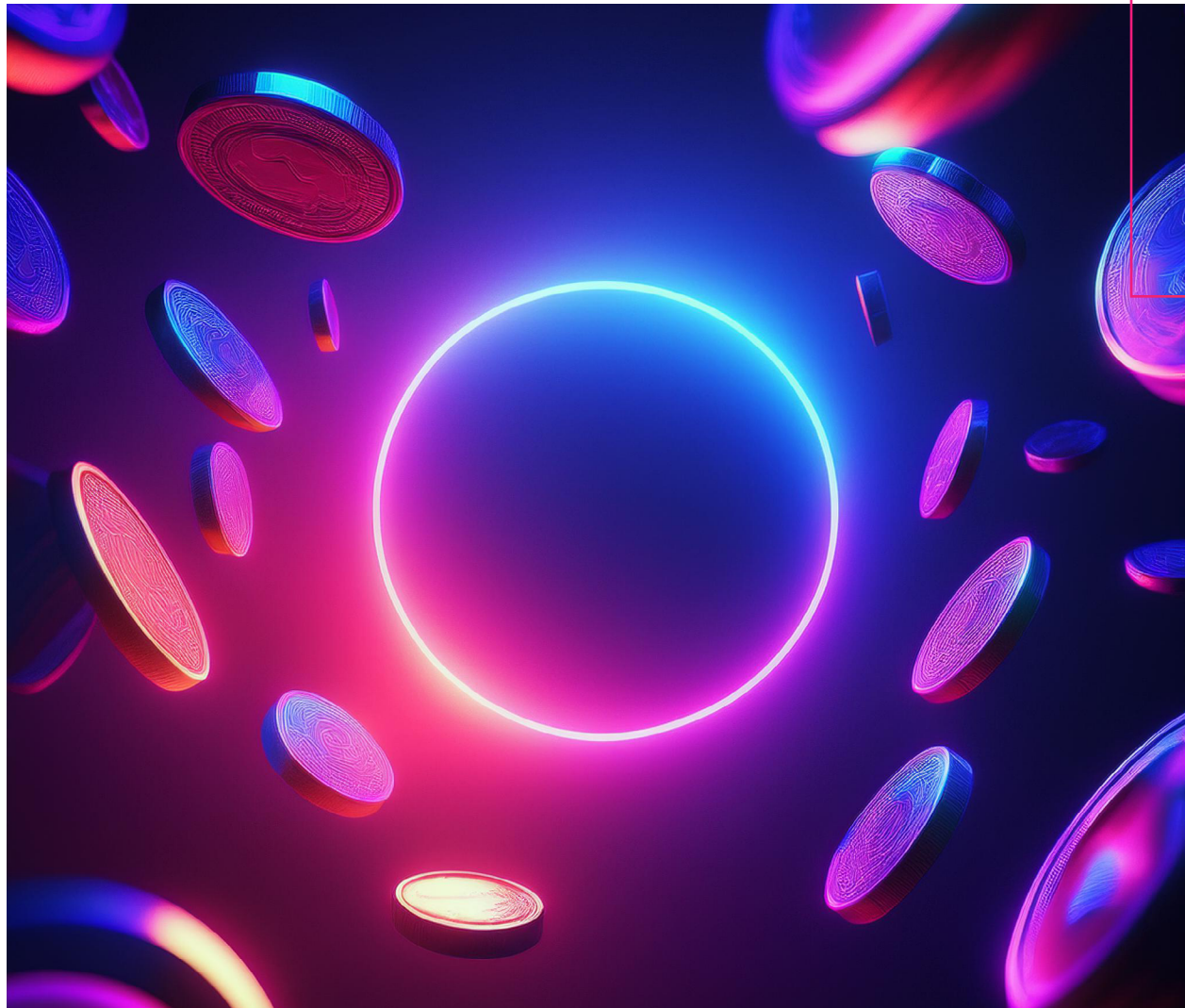
IT'S EASY TO END UP WITH AVERAGE

TV cost-per-thousand-impressions (CPMs) can vary drastically around tentpole events. Our data shows major spikes around the US midterm elections in 2022. During the political season, CPMs increased by 30-40% - particularly on desktop and mobile.

It's the same with major sporting events. Compared to the previous 2 weeks, the 2024 Olympics saw impressions shoot up by 25.7%, and CPMs rise by 10.8%. For industries like education or alcohol with niche audiences, CPM isn't even the most effective form of measurement.

And while many advertisers just consider YouTube part of their digital video strategy, 47.2% of users' time on YouTube is spent on CTV. 43% of MiQ's US YouTube ads are already served on CTV.

INDEXED CPMs AND CPRs FOR ADVERTISER INDUSTRIES

■ ICPM ■ ICPR
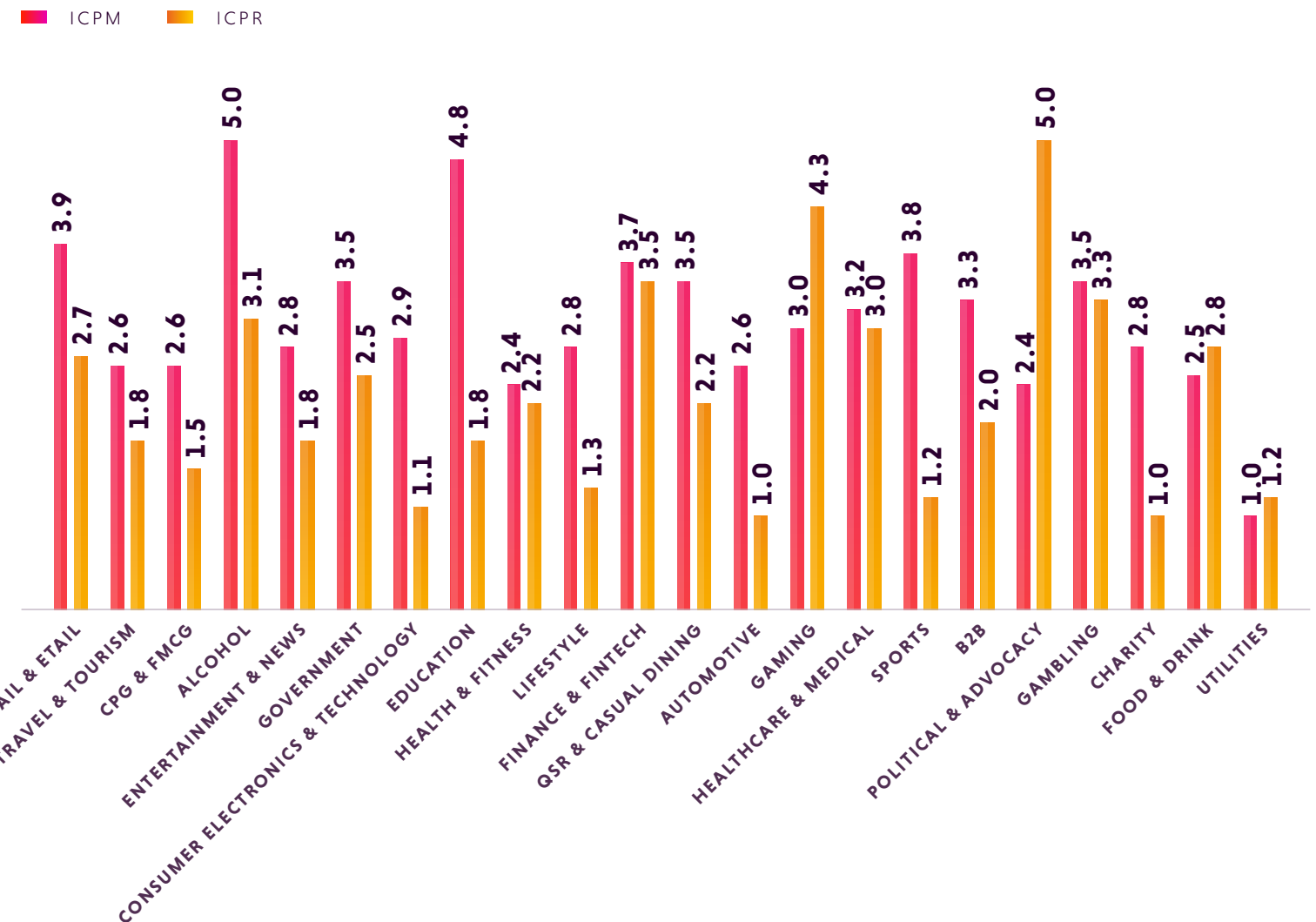
TAKE A WINNING APPROACH

To minimize waste, maximize performance, and make the most of your budget throughout the year, you need to:

- **Make targeting specific:** The more you know about your audience, the harder your budget can work.
- **Look at cost-per-household reached:** This can be a better form of measurement for industries with niche audiences and helps make your budget go further.
- **Include YouTube:** It provides a similar viewing experience to linear TV and CTV, but YouTube offers lower CPMs and more dynamic creative opportunities.

WE'RE PROVEN TO BE BETTER

We're really proud to have industry-leading media efficiency. The proof? **Our media CPMs are 38% more efficient** than DSP private marketplaces, and **6% more** than open exchange.

DSP PMP +**38**%

OPEN EXCHANGE +**6**%

WITH MiQ CTV

ACTIVATE YOUR WINNING MODE WITH MiQ

"**MiQ's TV Intelligence** is powered by the world's largest and most diverse TV data footprint. In a single platform, you can get to know your audience in detail. You'll learn everything from the shows they watch and the apps they use (including YouTube), to the screens they prefer and the time they tune in. With these insights, you'll easily **hone in on your audience** and quickly **react to changing viewing behaviors**."

RACHEL FOSKETT
VP, GLOBAL PRODUCT MARKETING

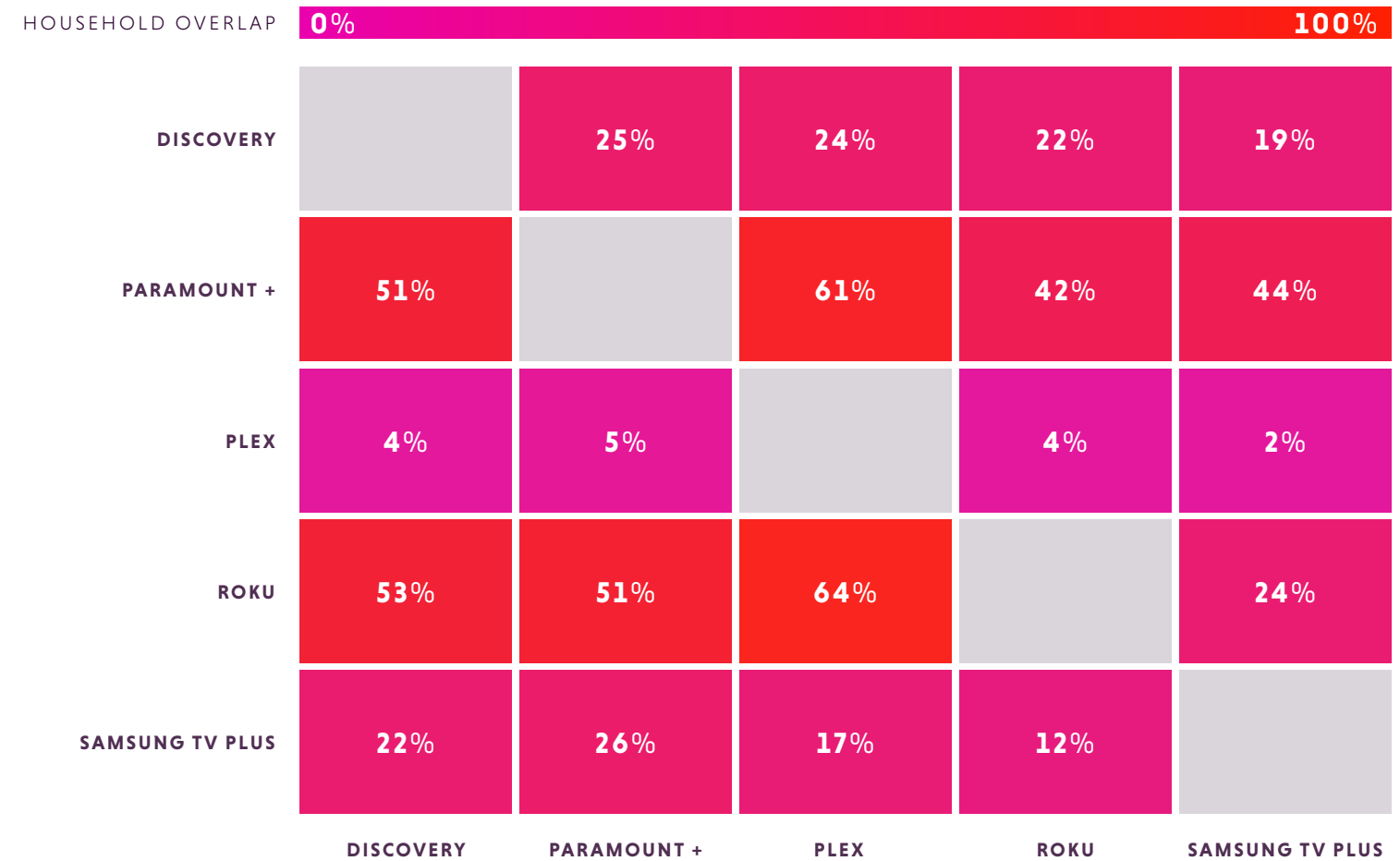# How to achieve better frequency efficiency
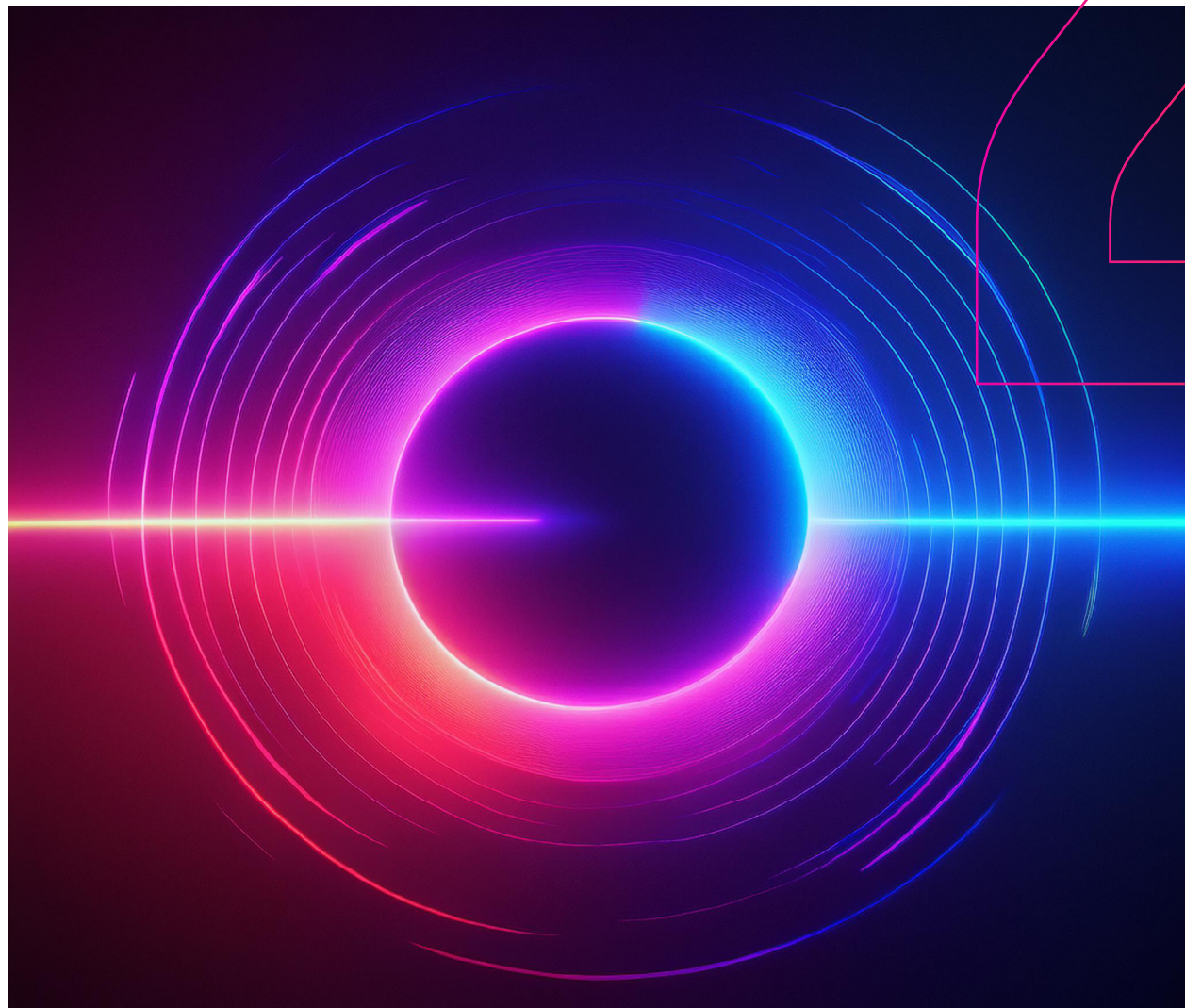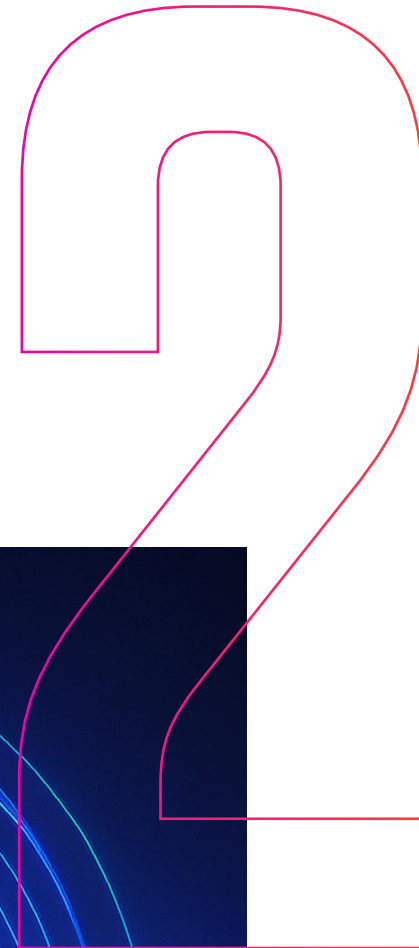
IT'S EASY TO END UP WITH AVERAGE

62% of advertisers[2] measure CTV campaign effectiveness by reach/frequency. But with the average US household subscribing to 4 OTT apps, and up to a 64% audience overlap on the top 5 apps, there's a big challenge with frequency. When buying from publishers directly, you might actually be buying the same audience again and again.

Ultimately, this can lead to over-saturation, and your most valuable audience might actually be under-exposed. App overlap wastes your budget, and your campaign's potential.

DSP AVERAGE POST-IMPRESSION HOUSEHOLD OVERLAP

HOUSEHOLD OVERLAP   0% ————————————————— 100%

|	DISCOVERY	PARAMOUNT +	PLEX	ROKU	SAMSUNG TV PLUS
DISCOVERY		25%	24%	22%	19%
PARAMOUNT +	51%		61%	42%	44%
PLEX	4%	5%		4%	2%
ROKU	53%	51%	64%		24%
SAMSUNG TV PLUS	22%	26%	17%	12%	

[2] MiQ's 2023 Behind the Screens Report (US)

TAKE A WINNING APPROACH

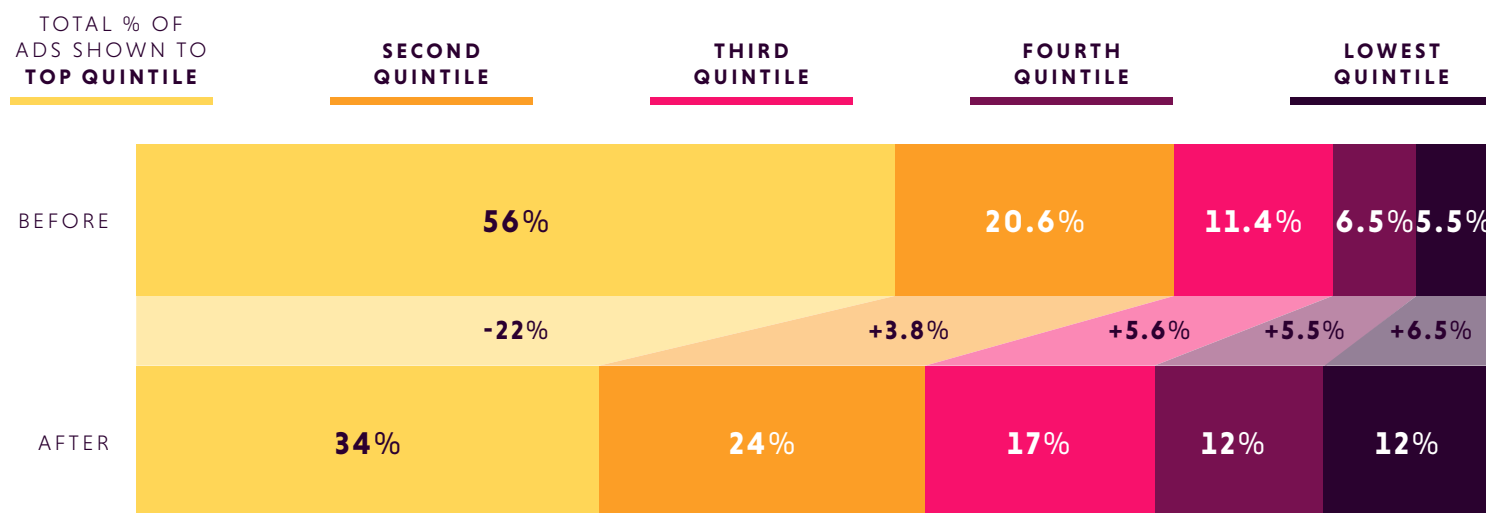To achieve the right frequency balance and gain more reach, you need to:

- **Minimize app overlap:** This will help to balance your frequency, and your budget.

- **Understand the detail:** When you split your audience into quintiles (as the graph displays), you'll be able to see how to smooth your frequency curve - focusing on the most under-exposed audiences.

DSP AVERAGE POST-IMPRESSION HOUSEHOLD OVERLAP

▬ LINEAR TV   ▬ OTT   ▬ LINEAR TV + OTT

| | TOP 20s | SECOND 20s | THIRD 20s | FOURTH 20s | BOTTOM 20s |
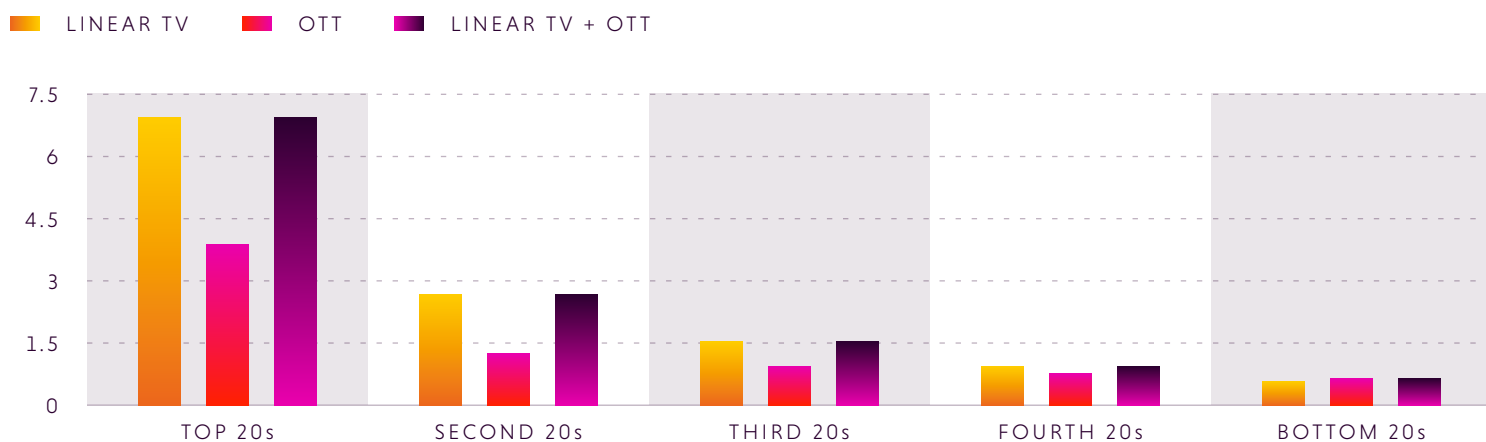
WE'RE PROVEN TO BE BETTER

Our app overlap is just **1.3%,** and **our cost per unique household is 87.9% lower than the industry average**. For one of our clients, we increased reach to the most under-exposed households by **6.5%**, and we reduced the frequency of ads to over-exposed households by **22%.**

TOTAL % OF ADS SHOWN TO

	TOP QUINTILE	SECOND QUINTILE	THIRD QUINTILE	FOURTH QUINTILE	LOWEST QUINTILE
BEFORE	56%	20.6%	11.4%	6.5%	5.5%
	-22%	+3.8%	+5.6%	+5.5%	+6.5%
AFTER	34%	24%	17%	12%	12%

ACTIVATE YOUR WINNING MODE WITH MiQ

*"Managing reach across platforms is much easier with MiQ's TV Intelligence platform. It gives media buyers a complete view of their audience across every touchpoint. By pinpointing over and under-exposed households, we deliver ads where they matter most. **Every dollar will work harder** for your brand, and your **ad spend will go much further**."*

MOE CHUGHTAI,
GLOBAL HEAD OF ADVANCED TV

How to achieve better operational efficiency

IT'S EASY TO END UP WITH AVERAGE

Fragmentation makes it difficult to see where your ads are really running, and just how far your budget is really going. Demand-side platforms (DSPs) can be biased towards their own inventory paths or supply partnerships, and there's a 42% price difference between the cheapest and most expensive DSPs. And even when you pick the right DSP, you then need to tackle the path your ads take to reach the viewer.

With endless supply side platforms, complex carriage rights, and intermediaries, supply path optimization isn't a walk in the park. Without proper allocation, deal negotiation and trader expertise, apps are often bundled together with little transparency, and impressions inventory can skew as high as 82% towards a specific app.

TAKE A WINNING APPROACH

To achieve truly efficient campaigns that you can trust, you need to:

- **Gain transparency:** With a better understanding of the apps and shows your ads are running within, you'll get the best out of your campaign - and budget.

- **Use the right data:** Use supply data as well as DSP data to pick the best platforms, and optimize for the best supply path.

WE'RE PROVEN TO BE BETTER

We provide around **95% app bundle transparency**, which is **9% better than market average.** When it comes to intermediaries, our number of supply paths to a domain is just **1.7** (against industry average of **59**), and only **8.11%** of media cost we run goes via intermediaries. We're also working to make our supply **100% direct only**, and we're helping platforms and publishers improve content signal transparency, mapping processes and reporting.

ACTIVATE YOUR WINNING MODE WITH MiQ

*"When it comes to data, supply, platforms and partners, our expert trading team takes an agnostic approach. Our technology seamlessly connects an entire ecosystem, helping our traders to de-bundle untransparent deal IDs, make unbiased decisions and achieve the best supply path optimization for your campaign. (Not the platforms' pockets.) Solving fragmentation, you'll achieve **unparalleled performance, true transparency** and the **best deals**."*

ATUL SAURABH,
GLOBAL VP OF PRODUCT

5 reasons why we're leaders in Advanced TV

We don't have your average technology, data or expertise:

1 [MiQ's TV Intelligence](#) is **the industry's only complete view** of audience, campaign and competitor intelligence across linear, streaming and YouTube.

2 We have the world's **largest and most diverse TV data footprint** globally. This is powered by **6.4 trillion** video consumption signals, and Automated Content Recognition data from more than **70 million US households.**

3 We have the broadest access to CTV supply, with access to 3 leading CTV exchanges, **280 feeds** and **765 billion** annual commercial impressions across **12 leading DSPs**.

4 Our proprietary technology seamlessly **connects an entire ecosystem of data, supply, platforms and partners**. It effortlessly crunches over **140,000** distinct TV viewership signals per household.

5 **Our award-winning Performance Engine** is powered by AI models that drive **greater efficiency, control and engagement,** leading to third-party verified marketing outcomes.

[Discover more about MiQ's Advanced TV solutions.](#)