Streaming TV allows your commercial to be served across ALL DEVICES and is broken down into the following two categories:

All TV buying needs in a single platform.

Robust targeting

Large Screens: these are Smart TVs or TVs that are connected to the internet via a gaming console, puck, stick or dongle (Xbox, AppleTV, Amazon’s FireStick, Roku, and others).

Small Screens: these are all other devices (mobile, tablet, and desktop) where a user is watching TV programming.

Data-driven decisions Ad experience control Cross-device attribution Brand-safe environment

Impactful insights via updated reporting

**S T R E A M I N G**

**T V**

T V ’ s i m p a c t . D i g i t a l p r e c i s i o n .

R e a c h u s e r s o n a l l o f t h e i r s c r e e n s a s t h e y

v i e w l i v e o r o n - d e m a n d p r o g r a m m i n g t h r o u g h a n y c o n n e c t e d d e v i c e .

D E T A I L S

B E N E F I T S

Increase your reach & results with Streaming TV

MarTech Series reports that almost twice as many streaming and cable/satellite viewers ages 18-54 claim to pay more attention to commercials on streaming (43%) versus cable/satellite (23%).

64% of people in the U.S. own a connected TV device and half of the U.S. Wi-Fi households now stream content directly to their TV an average of 1 hour and 40 minutes every day, according to ComScore.

In the first month of 2022, streaming averaged over 180 billion minutes per week, delivering a record 28.9% of total television usage, according to Nielsen.

40% of streaming TV viewers have paused content to learn more or make a purchase. Adding just one streaming TV ad to a traditional television campaign boosts ad recall 34%.

[Only MP4 files are allowed for CTV ad placements with a length of 15 or 30 seconds. A bitrate of 22.5 mbps is recommended.](https://go.ui.marketing/product-specs) <https://go.ui.marketing/product-specs>