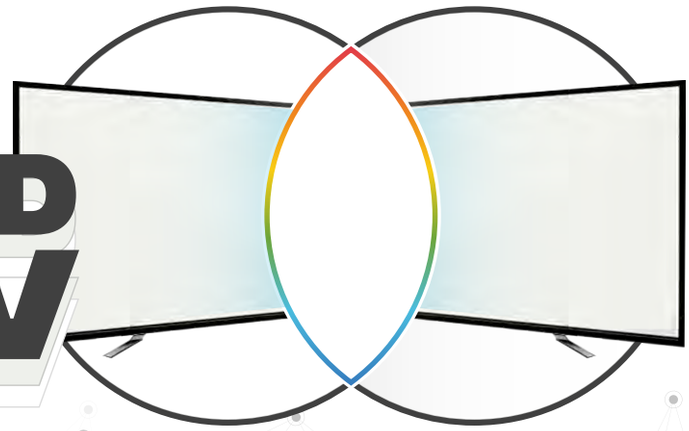
INNOVID

The Great Unification of CONVERGED TV



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The TV experience is being reimagined. As content and consumption evolve to meet the needs of modern viewers, brands and agencies are challenged by a fragmented media landscape – one that is no longer bound by time, platforms, locations, or devices.

To better understand today's "converged TV" market – which encompasses linear TV, CTV, and digital video ads delivered via desktop and mobile – Innovid worked with a third-party firm to survey more than 250 brand and agency advertisers in September 2022.

The following findings highlight an industry's need for a unified view of advertising and audiences, better understanding of cross-platform campaign performance, and relevant, actionable insights to reach and engage with the right consumers "where they are."

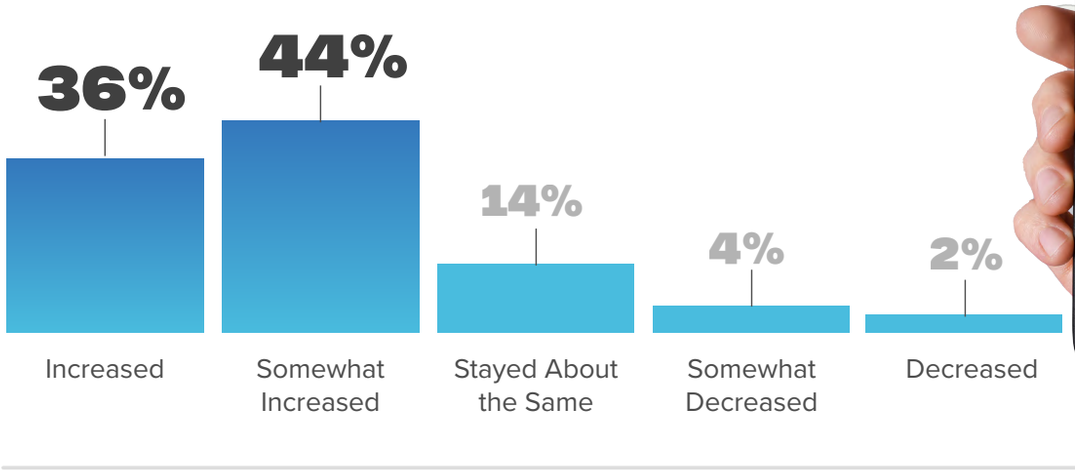
1

STATE OF THE STATE

Converged TV Spend Grows as the Video Mix Diversifies

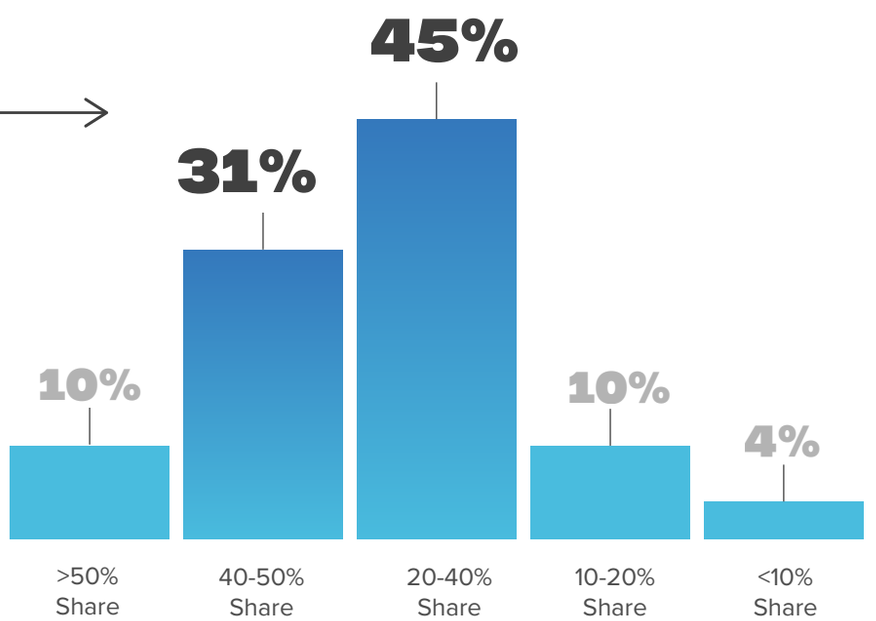
Has the share of converged TV ad spend within your overall media mix increased or decreased year over year?

Investment into converged TV campaigns is growing–there's no doubt about it,with **80% spending more.**

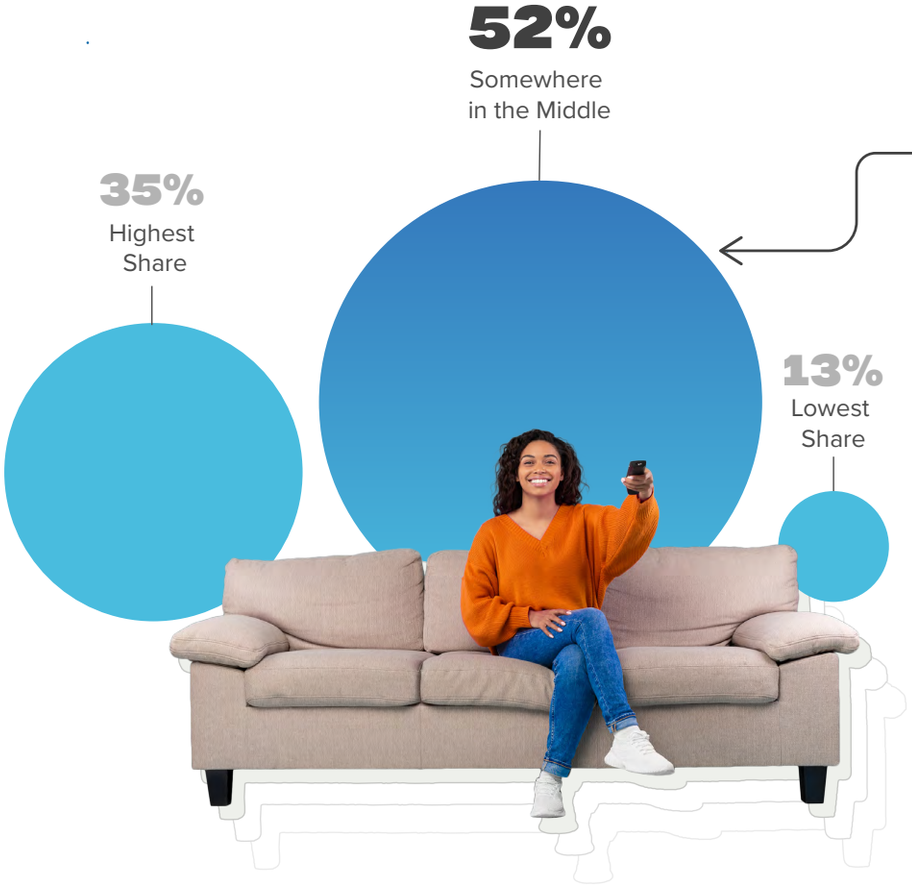


Percentage of total ad budget spent on converged TV

Nearly **45% dedicate 20-40%** of their total media ad spend to converged TV, with **31% devoting 40-50%**



What share of converged TV impressions is typically allocated to CTV?



When asked which platform had the highest share of converged TV impressions, **52% indicated that CTV was "somewhere in the middle."** While linear TV and digital video are advertising cornerstones, CTV is a fast-growing channel, and its place within the video mix is quickly solidifying.

2

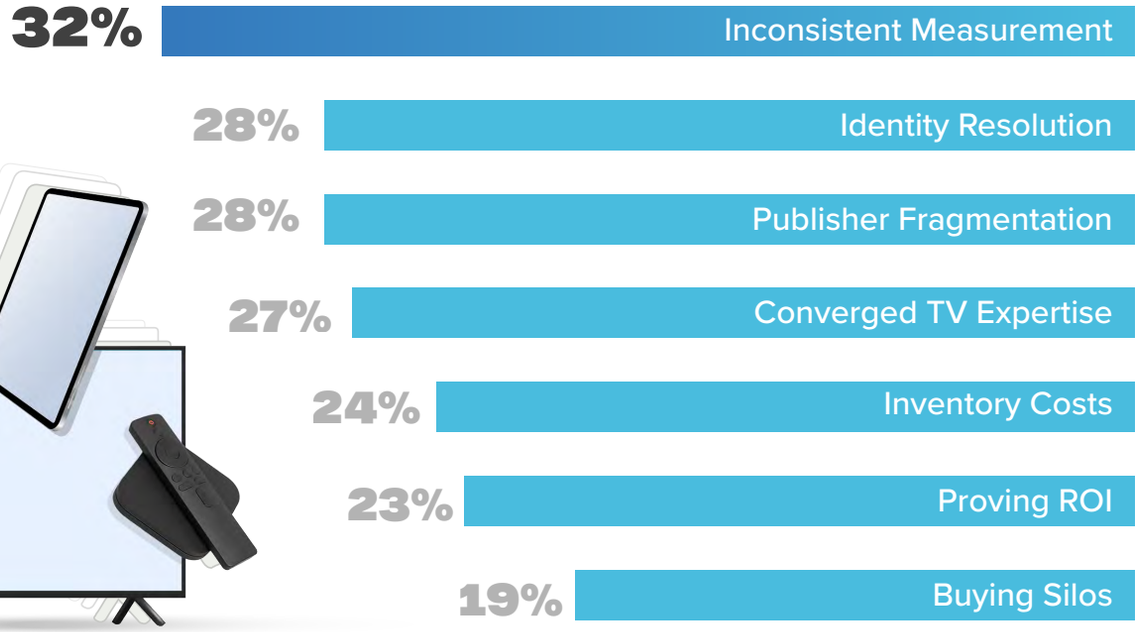
CHALLENGES OF A CONVERGED TV MARKET

Fragmentation & All Its Pain Points

Biggest pain points for converged TV advertising

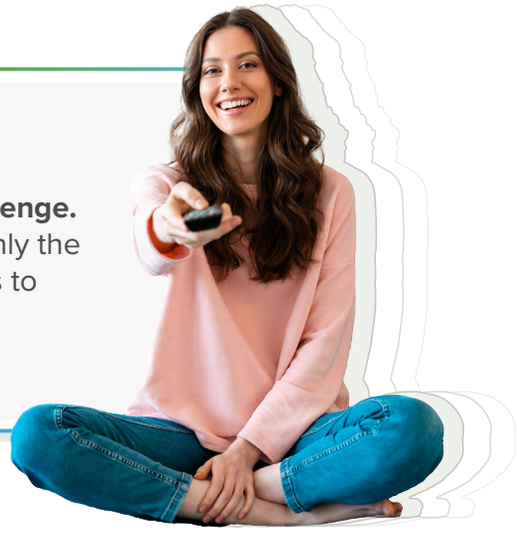
While converged TV provides many more opportunities to reach and engage with audiences "where they are," it still brings challenges."**Viewership fragmentation"** – meaning reaching audiences across disparate publishers, platforms, and devices – is the **top-ranked pain point among 40%** of surveyed advertisers.

It's also the impetus for the other noted challenges. **"Creative personalization,"** producing data-driven ad experiences at scale, was listed by 37% of respondents as a challenge. **"Inconsistent measurement"** followed at 32%.



We Need to Talk About Identity

"Identity resolution" was cited by 28% of respondents as a challenge. Reconciling IDs across digital and linear TV environments is not only the "connective tissue" of converged TV, it also empowers advertisers to tell personalized stories, avoid creative oversaturation, better understand the customer journey, and unlock walled gardens.



3

UNIFYING CONVERGED TV

One View to Rule Them All

How important is a unified view of converged TV campaign reach and performance across linear TV, CTV, and digital video?

Among survey respondents, **92% said a unified view of converged TV reach and performance was important/very important.** From breaking down silos, bringing consistency across platforms, surfacing the metrics that matter, and freeing up time and resources, the reasons “why” behind the need for unification are vast.

Somewhat important **7%**

Not a priority right now, but will be in the future **1%**

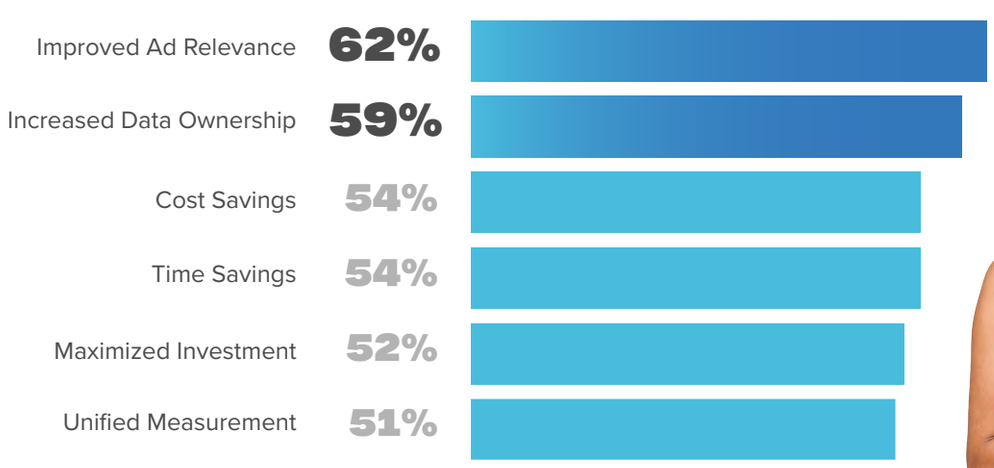
Not important **0%**

Benefits of unifying converged TV campaign reach performance across linear TV, CTV, and digital video

"Improved ad relevance" was cited by 62% of respondents as a top benefit of a unified view, driving deeper engagement by improving cross-platform personalization and creative performance.

A close second, at 59%, was getting "increased data ownership," having a wider range of data access to measure the metrics that matter, harmonized across platforms.

“Cost savings” by reducing ad waste across platforms and publishers, and “time savings” due to working across teams and freeing up time from manually producing a combined view, came in at 54% each.



What is needed to improve the performance of converged TV campaigns?

With all of the benefits of a unified view of converged TV investments, what's stopping more advertisers from moving forward?

When asked what they needed to improve the performance of their converged TV campaigns, **66% of respondents said "consolidated tech"** to streamline and automate ad delivery and measurement.

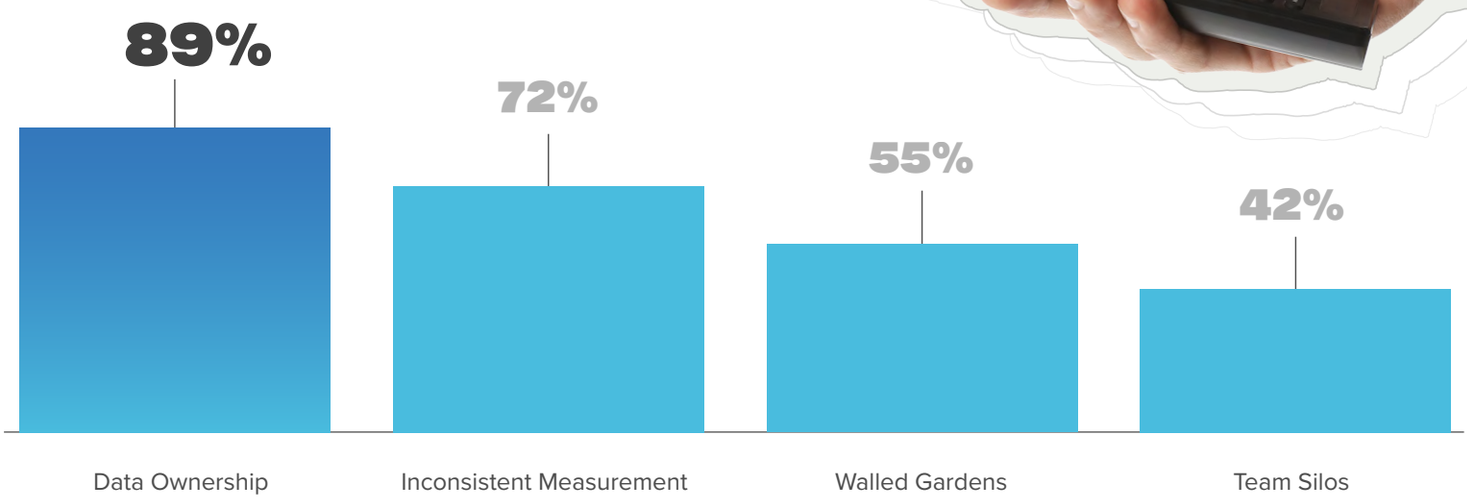
66% Consolidated Technology

63% Unified Measurement

62% Connected Data

60% Better Education

What's preventing advertisers from getting a unified view?



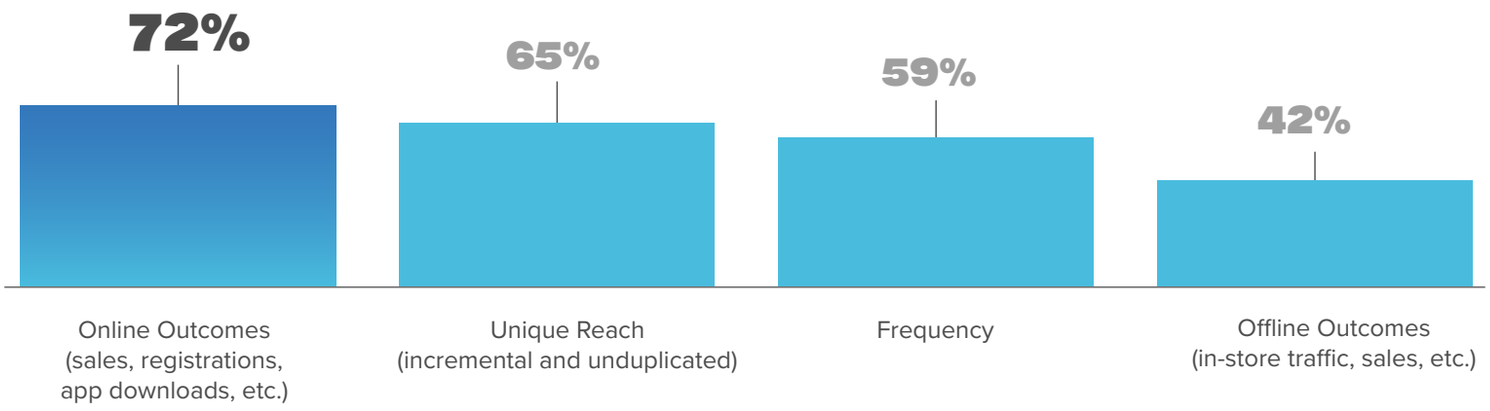
4

UNIFIED VIEW OF CONVERGED TV IN ACTION

Online Outcomes is a Leading Metric

The metrics that matter most for converged TV advertisers

A unified view of converged TV also means having consistent metrics across linear TV, CTV, and digital video. According to respondents, the “metrics that matter” for their converged TV campaigns are:



Succeeding in an agile, always-on market means continuously and quickly adapting and scaling media and creative strategies for reach, performance, and personalization. That’s why, with a cross-platform, unified view, KPIs are all the more meaningful and actionable – from in-flight changes to creatives and continous refinement of the converged TV media mix.

How would a unified view of converged TV change your optimization strategies?

Media Optimization

43% I would optimize cross-platform media much more often

45% I would optimize cross-platform media more often

10% I would not change how I optimize media

2% I do not currently optimize

Creative Optimization

45% I would optimize creative much more often

41% I would optimize creaitve more often

12% I would not change how I optimize creative

2% I do not currently optimize

The shift to “converged TV” – a market filled with different platforms, data sources, metrics, and more – has had a profound impact on every aspect of our industry. The time is now for advertisers to get a unified view into reach and performance, and surface the actionable insights needed to continuously inform media and creative strategies and prove business impact.

About Innovid

Innovid brings together ad delivery, creative personalization, and cross-platform measurement in one place, giving marketers a consistent, holistic understanding of the reach and performance of their converged TV campaigns and creatives.

Learn More

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