

# Convergent TV

## Quick Reference Guide for Media Buyers

### PLATFORM OVERVIEW

PLATFORM	DEFINITION	USE CASES
<b>CONNECTED TV &amp; OVER-THE-TOP</b>	<p><b>CTV</b> refers to the device, such as a streaming stick or smart TV.</p> <p><b>OTT</b> refers to premium TV content distributed over the internet.</p>	<ul style="list-style-type: none"><li>• <b>Full-funnel marketing</b> (from branding and awareness to consideration and purchase)</li><li>• Opportunity for <b>richer storytelling</b></li><li>• <b>Interactive unit</b> opportunities are growing</li></ul>
<b>CABLE VOD &amp; LINEAR</b>	Full episodic programming, either live or on demand, distributed across <b>cable set-top boxes</b> .	<ul style="list-style-type: none"><li>• Reach <b>unique audiences</b> not watching connected TV or streaming.</li><li>• Capture <b>cost-efficiencies</b> across TV campaigns via programmatic.</li></ul>
<b>NATIONAL ADDRESSABLE</b>	Targeted TV ads delivered on a <b>home-by-home basis</b> , or based on specific geography, via <b>cable and satellite boxes</b> or smart TVs.	<ul style="list-style-type: none"><li>• <b>Single advertiser slot optimization (SASO)</b></li><li>• <b>Multiple advertiser slot optimization (MASO)</b></li></ul>

### CORE TENETS OF CONVERGENT TV BUYING

#### 1 BUILD TEAMS WITH MULTIPLE DISCIPLINES

Develop teams composed of various practices, and ensure fluency in traditional TV environments *and* programmatic technologies.

#### 2 AUTOMATE BUYING ACROSS TV SCREENS

Deploy programmatic tech across TV screens (including for direct linear campaigns) to drive more uniform, efficient ad buying.

#### 3 DEPLOY A BALANCED TARGETING STRATEGY

From a targeting perspective, find the right balance of audience data and content (or contextual) signals to drive relevance and impact.

#### 4 UNIFY CAMPAIGN MANAGEMENT

Unify management of all TV campaigns to unlock strategic applications, such as negative targeting and frequency capping.

#### 5 MEASURE & OPTIMIZE IN REAL-TIME

Accelerate TV campaign measurement to unlock optimization opportunities across platforms.