

# The Ad Platform: Roku on advertisers' evolving understanding of OTT and connected TV video

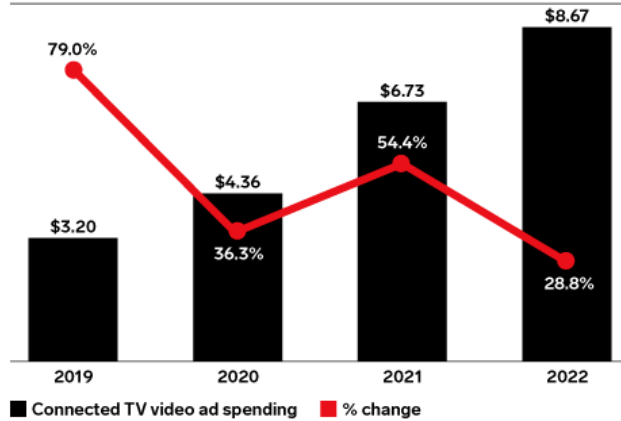
## AUDIO |

**Nicole Perrin, and Eric Haggstrom**

Connected TV (CTV) and other forms of OTT video were an advertising bright spot despite last year's recession. Alison Levin, vice president of global ad revenue and marketing solutions at Roku, joins eMarketer principal analyst Nicole Perrin and forecasting analyst at Insider Intelligence Eric Haggstrom to discuss what advertisers want from CTV, how they're accessing OTT video inventory, and where ad-supported video-on-demand (AVOD) fits into the 2021 media ecosystem.

## US Programmatic Connected TV Video Ad Spending, 2019-2022

billions and % change



■ Connected TV video ad spending ■ % change

Note: digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology; includes in-stream video such as those appearing before, during, or after digital video content in a video player (pre-roll, mid-roll, post-roll video ads) and video overlays; includes social network in-stream video advertising in platforms such as Facebook Watch and Snapchat Shows; includes out-stream video ads such as native, in-feed (including video ads in Facebook's News Feed and Twitter's Promoted Tweets), in-article, in-banner, and interstitial video ads; includes advertising that appears on connected TV (CTV) devices; excludes network-sold inventory from traditional linear TV and addressable TV advertising  
Source: eMarketer, Oct 2020

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