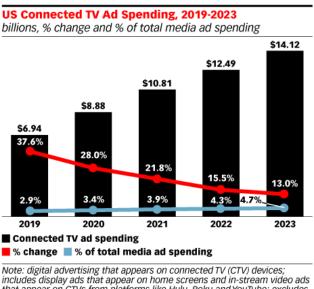


The Ad Platform: Why Advertisers Want More Connected TV

AUDIO

eMarketer Editors

We estimate that US advertisers will spend almost \$9 billion on connected TV ads this year. Tim Sims, senior vice president of inventory partnerships at The Trade Desk, joins host Nicole Perrin to talk trends in programmatic connected TV, audio and more.



Note: alignal advertising triat appears on connected 1V (CTV) devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising Source: eMarketer, Oct 2019

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