

Making Sense of Connected TV Ad Buying

Audio

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#), or [Stitcher](#).

In the latest episode of "Behind the Numbers," eMarketer's Ross Benes talks with Jon Romano, vice president of agency development at SpotX, about how ad buyers accidentally overlook connected TV inventory.

More Interviews on "Behind the Numbers"

Is Deterministic Data Facing an Identity Crisis?: An Interview with Michael Schoen of Neustar

How Digital Transformation Is Remaking Creative: An Interview With Shutterstock Custom's Grant Munro