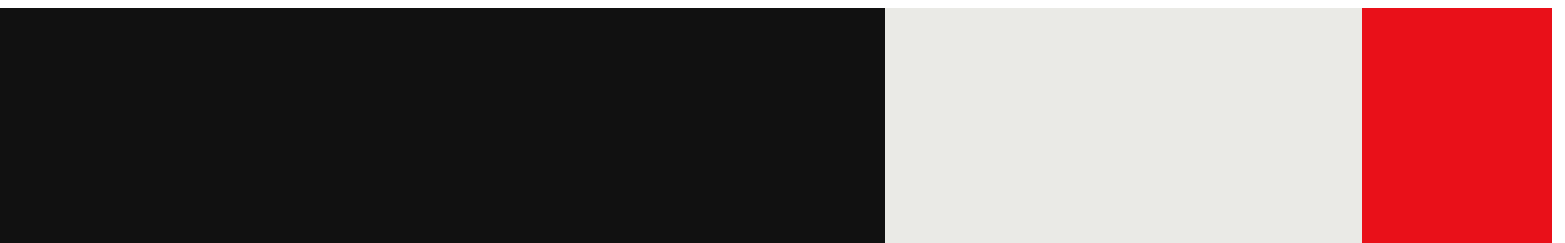


Are marketers up to date with CTV ad measurement, US programmatic video, and movie theater ad buys

Audio



On today's episode, we discuss measurement in connected TV (CTV) advertising. "In Other News," we talk about the most interesting part of US programmatic video advertising in 2022 and whether or not it's time to hit play on movie theater ad buys. Tune in to the discussion with senior platform experience manager at MNTN Imani Clark and our analyst Ross Benes.

US Advertisers Who Are Satisfied with Their Campaign Measurement, by Media Type, April 2021

% of respondents



Source: Advertiser Perceptions, "Measurement Report 2021," Sep 9, 2021
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