

The Daily: Why CTV is having its moment, 'issue advocacy' segments, and shopping while streaming

Audio

On today's episode, we discuss why connected TV (CTV) is having its moment, what kinds of targeting capabilities exist, and what measurement metrics matter most. "In Other News," we

talk about bringing "issue advocacy" segments to TV and what to make of Roku and Walmart teaming up to make streaming the next online shopping destination. Tune in to the discussion with Jeff Teng, vice president, business development at MNTN, and our analyst Evelyn Mitchell.



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