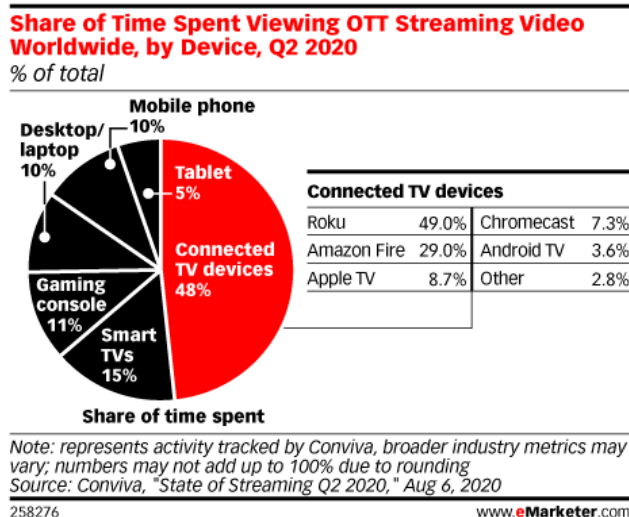


The majority of time spent viewing OTT streaming video occurs on CTV devices

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eMarketer Editors

The majority of premium OTT viewing is on CTV devices like Roku or smart TVs that connect directly to the internet. Conviva found that 63% of streaming OTT viewing occurred on these devices in Q2 2020, compared with 10% on mobile and 5% on tablets.



But in 2021, more OTT video should occur on mobile for three reasons. First, ad-supported video-on-demand (AVOD) platform

revenues are expected to grow. Second, people will begin to move around more post-pandemic, which should increase mobile viewing. Finally, better cellular networks, including early 5G, and better download options will make the mobile viewing experience better.

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- [Programmatic CTV ad spend to grow more than a third in 2020](#)
- [How big the CTV ad fraud problem actually is](#)
- [CTV ad fraud schemes like the one Oracle exposed will become more common—but that won't affect marketers' spend](#)

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