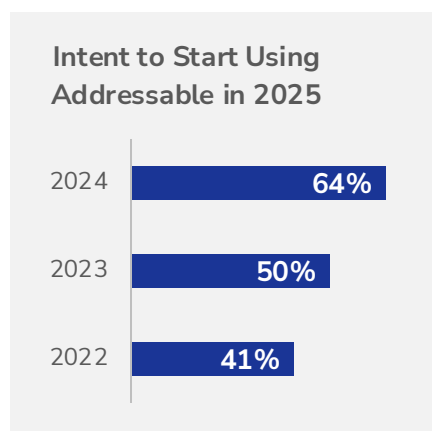




Addressable TV Advertising: A Tipping Point

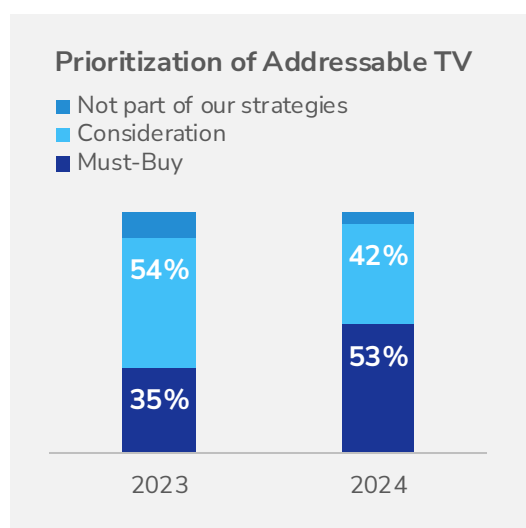
Two-Thirds of Advertisers Plan to Start Using Addressable TV in 2025

The number of advertisers not using addressable TV advertising* has decreased by nearly half over the past two years and a significant share of those intend to start using addressable next year. Nearly **65% plan to start using addressable in 2025, a +57% lift from 2022.** Of marketer respondents, **78% said they plan to start using addressable in the next year.**



Increased adoption among advertisers is driven by satisfaction with the addressable TV advertising in market. **85% of advertisers report they are satisfied, with those saying they are very satisfied increasing by 61%.**

Over Half of Advertisers Consider Addressable TV a Must-Buy



95% of advertisers report they are at least considering addressable TV today and over half say it is a must-buy, reflecting a **+51% lift from the year prior.**

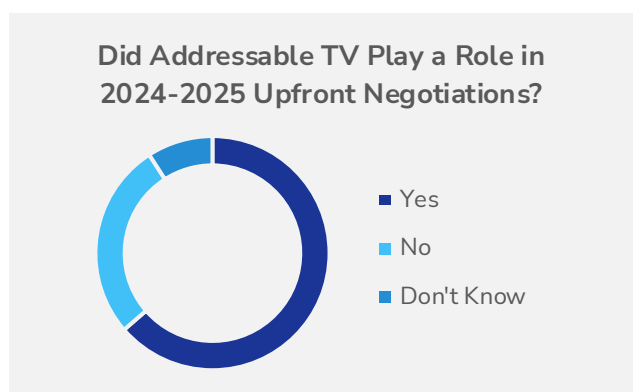
The top four strategies for using addressable TV are:

1. Optimize reach and frequency
2. Complement traditional (linear) TV buy
3. Reach an audience with specific messaging/creative(s)
4. Integrate first-party and third-party data to reach the right audience

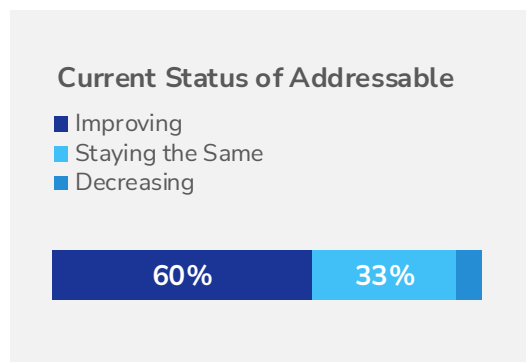
Nearly Two-Thirds of Advertisers Say Addressable TV Played a Role in Their Upfront Negotiations

Addressable TV advertising is cementing its role in the Upfronts, with **63% of advertisers saying the medium played a role in their 2024-2025 Upfront negotiations – a +34% lift from 2023.**

Additionally, advertisers are saying that the role addressable is playing in Upfronts negotiations is growing in importance, with **82% saying it was important or extremely important.**



Three in Five Advertisers Believe the State of Addressable is Improving



60% of advertisers believe that the current state of addressable has improved, with a **+64% increase of those advertisers saying it has improved significantly in the last year.**

As usage of addressable continues to become more mainstream, advertisers say the importance of receiving more education on how to plan, buy, and measure addressable TV is very important, with **58% stating they'd like more education.**

The Future of Unified TV is Addressable

Go Addressable is committed to helping advertisers across the ecosystem better reach their audiences at scale. To learn more about the addressable TV advertising opportunity, visit goaddressable.com.



*Addressable TV is defined as the ability to serve targeted ads to specific households or users based on deterministic identifiers, allowing brands to define and serve their message to the desired audience, wherever and whenever they're watching content on TV/CTV/STB. Those targeted households can be matched to 1st, 2nd or 3rd party data sets or modeled by behavioral, demographic and/or geographic factors from 1st, 2nd or 3rd party data sets.

Data sourced from Advertiser Perceptions Monthly Omnibus, August and October 2024.