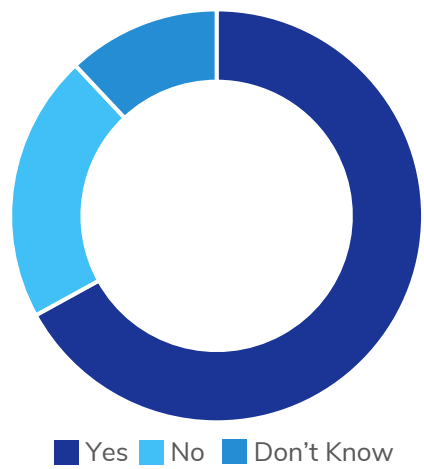


# Addressable TV Advertising’s Growing Role in the Upfronts

## Over Two-Thirds of Advertisers Say Addressable TV Will Play a Role in Upfront Negotiations

Will Addressable TV Play a Role in 2025-2026 Upfront Negotiations



Advertisers continue to lean into addressable TV advertising as a part of their multiscreen TV strategies, a figure that has seen steady growth over the past few years.

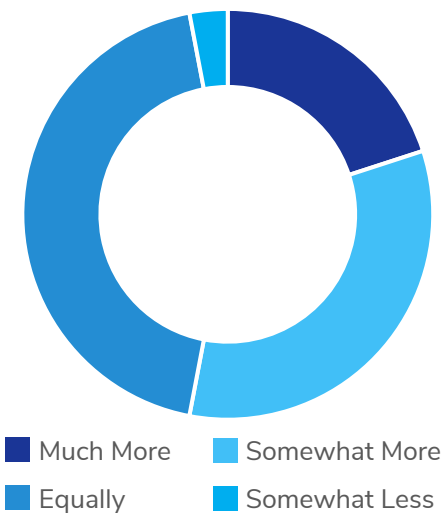
As part of this, there has been an increase in the number of advertisers considering addressable TV advertising as part of their Upfront negotiations and planning. New research with Advertiser Perceptions has found that **67% of advertisers** anticipate that addressable TV advertising will play a role in their 2025-2026 Upfront negotiations.

## More Than Half of Advertisers Expect Addressable TV to Be More Important in Their Upfront Negotiations Compared to Last Year

Advertisers who say addressable TV will play a role in their Upfronts expect that it will be an important part of their negotiations, with **nearly 25% of advertisers saying it will be very important.**

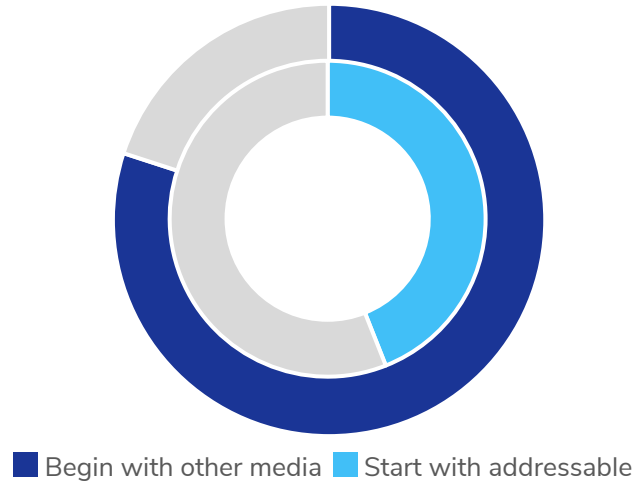
On top of that, **more than half of those advertisers, 53%,** say that addressable TV will be an even more important part of this year’s Upfront negotiations compared to 2024.

Importance of Addressable TV in 2005-26 Upfronts vs. 2024-25



## Today, Less Than Half of Advertisers Are Taking an Addressable-First Approach

Prioritization of Addressable TV Advertising Strategies



While 80% advertisers are using or planning to use addressable TV advertising in 2025, only **44% of advertisers are planning with addressable-first strategies**, with agency buyers reporting to be more likely to start with addressable compared to marketers.

However, industry research has helped to advocate for why addressable TV should be more than an add-on, showing that privacy-focused addressable advertising is the most efficient and cost-effective way to reach audiences at scale, and drives actionable and measurable results.

## Optimize the Media Waterfall with Addressable

Go Addressable is committed to helping advertisers across the ecosystem unlock the full potential of addressable TV advertising and reach their audiences at scale. To learn more about the addressable TV advertising opportunity, visit [goaddressable.com](https://www.goaddressable.com).



\*Addressable TV is defined as the ability to serve targeted ads to specific households or users based explicitly 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. \*This excludes targeting done exclusively based on IP address as that is not considered a deterministic identifier, and therefore not addressable.