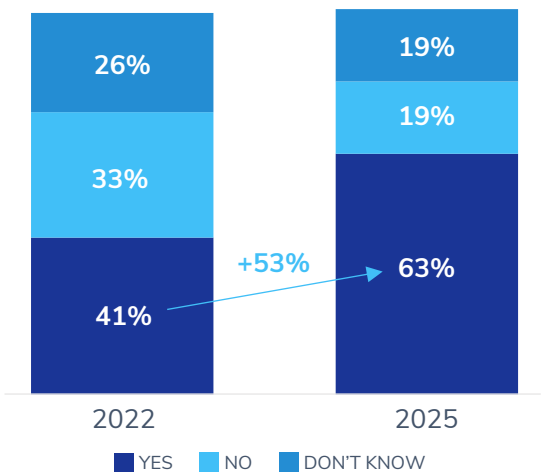




Addressable TV Continues Its Momentum Among Advertisers for the Fourth Year in a Row

Two-Thirds of Advertisers Plan to Start Using Addressable TV in 2026

Plan to Start Using Addressable TV



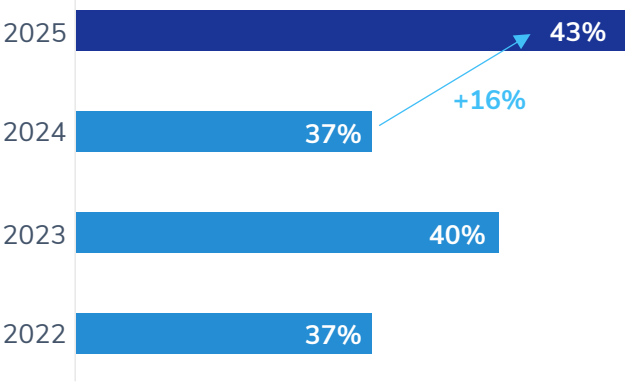
Among those advertisers who don't currently use addressable TV, **nearly two-thirds plan to start in 2026**, highlighting a +53% increase from 41% in 2022, illustrating how increased education and advancements in the technologies have spurred more interest in the medium.

The increased interest in the medium may be due to several factors: **more than half of advertisers** say they have seen improvements in simplicity of buying, measurement, and scale.

Over Two in Five Advertisers Plan to Spend More on Addressable TV in 2026

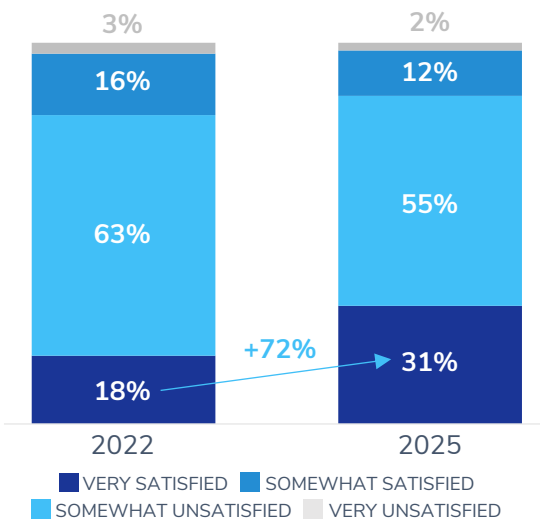
Advertisers are increasingly investing in addressable TV. As part of their TV ad strategies. **43% of advertisers expect to spend more on addressable TV in 2026** than they did in 2025, +16% increase from last year. This number is significantly higher for agencies, suggesting that more brand education may be needed.

Expected Spend on Addressable TV



Advertisers Report Satisfaction with Addressable TV Advertising

Satisfaction with Current Addressable TV Options



More than ever, advertisers say they are satisfied with current addressable TV advertising options. However, there is still room for growth and improvement. **About 30% say they are very satisfied**, a slight increase from last year and a +72% increase from 2022, while 55% say they are somewhat satisfied.

The Addressable TV Advantage

Addressable TV is growing in its importance as a foundational part of advertisers' TV ad strategies. Go Addressable will continue to evolve with the medium to help advertisers keep pace and unlock the precision, personalization, and performance that it offers. To learn more about the addressable TV advertising advantage, 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.