



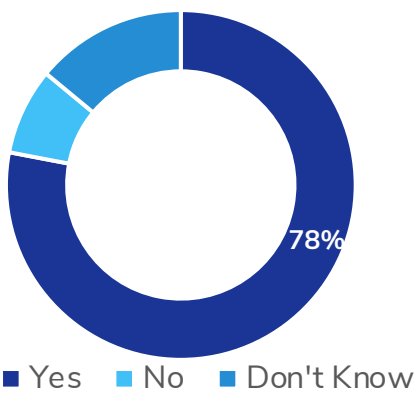
Inside the Modern TV Upfronts: Addressable's Growing Role in 2026-2027 Negotiations

Addressable TV is now a foundational layer of how advertisers approach multiscreen TV planning, reflecting years of steady momentum and growing confidence in its ability to deliver precision at scale.

That shift is increasingly evident in the TV Upfronts. As advertisers look to lock in flexibility, accountability, and more targeted reach, addressable TV is continuing to move from an add-on to a must buy.

Nearly Four in Five Advertisers Say Addressable TV Will Play a Role in Upfronts Negotiations

Will Addressable TV Play a Role in 2026-2027 Upfronts Negotiations



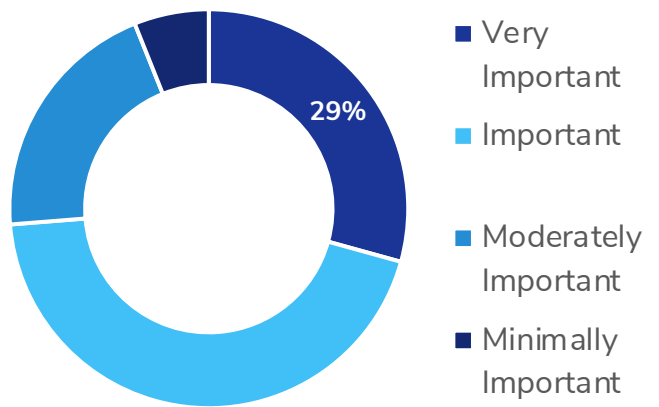
New research with Advertiser Perceptions shows that **78% of advertisers expect addressable TV to factor into their 2026-2027 Upfronts negotiations**, up significantly from 67% the year prior.

One-Third of Advertisers Say Addressable TV Will Play a Very Important Role in Upfronts Negotiations

Addressable TV is no longer an emerging investment; it's becoming a key lever in how advertisers approach the Upfronts.

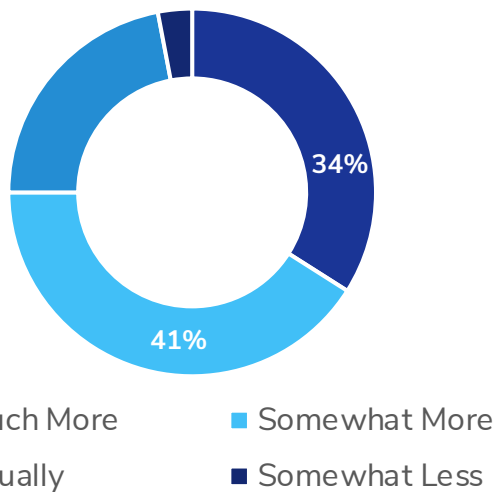
Among advertisers who expect addressable TV to factor into their Upfronts plans, its importance is rising sharply. **Nearly 30% say addressable TV will be very important to their negotiations**, representing a +26% increase from last year.

Importance of Addressable TV in 2026-2027 Upfronts



Three-Quarters of Advertisers Expect Addressable TV To Be More Important in Upfronts Negotiations Compared to Last Year

Importance of Addressable TV in 2026-2027 Upfronts vs. 2025-2026



Momentum is further accelerating: Among those advertisers, **75% say addressable TV will be more important** in this year's Upfronts negotiations, marking a +41% increase over 2025 and underscoring how quickly addressable has moved from consideration to expectation.

Unlocking the Power of Addressable TV

Advertisers are increasingly making addressable TV a core element of their buying strategies so they can effectively connect with viewers in premium environments. This reflects growing industry alignment around making premium video more measurable, actionable, and outcome-driven—helping solidify addressable TV as a foundational channel for better advertiser outcomes. To learn more about how to unlock the power of addressable TV advertising, visit goaddressable.com.



Addressable TV is defined as the ability to serve targeted ads to specific households or users based explicitly on deterministic identifiers, allowing advertisers 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.