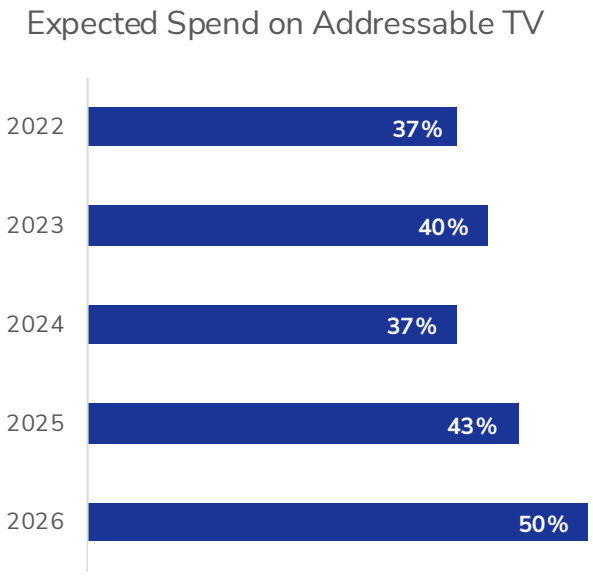


Addressable TV Spend Continues Its Growth for Fifth Year

As the TV landscape evolves, addressable TV has become essential for advertisers seeking precision, measurable results, and scale. This year's research underscores the shift: more advertisers plan to adopt it, spend more on it, and prioritize it.

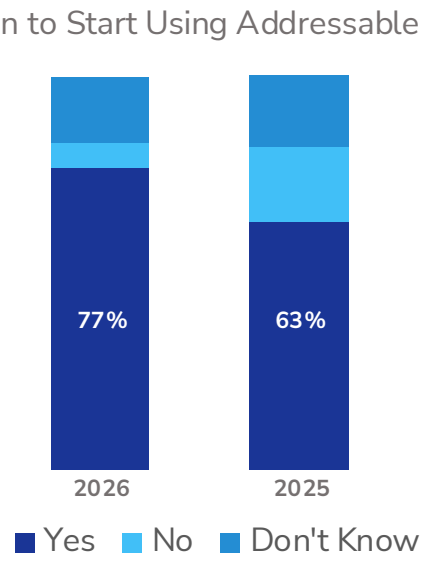
Half of TV Advertisers Plan to Spend More on Addressable TV in 2027



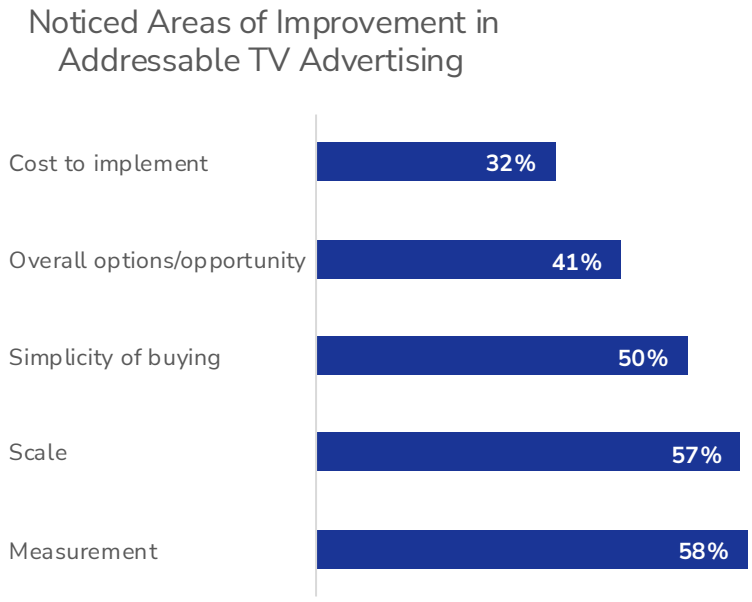
New research with Advertiser Perceptions shows that **50% of advertisers expect to spend more on addressable TV advertising in 2027** than they did in 2026**,** a +16% increase from last year and a +35% increase from 2022.

Three-Quarters of Advertisers Plan to Start Using Addressable TV Next Year

Among those advertisers who don't currently use addressable TV, **more than three-quarters plan to start in 2027**, highlighting a +22% increase from 63% last year, further showcasing how advertisers are looking to the medium to become part of their TV strategy.



Advertisers Note Improvement in Measurement, Scale, and Simplicity of Buying



Today, more than half of advertisers noticed improvement in the past year across key areas i**ncluding measurement, sale, and simplicity of buying.**

This is important as **63% of advertisers stated access to measurement and attribution capabilities** as a key factor to selecting a TV advertising partner.

Addressable TV Delivers the Measurement Buyers Want

Advertisers want measurement they can trust, and that is what makes addressable TV so powerful. By tying premium video exposure to specific households through deterministic identifiers, addressable TV gives buyers more accurate, actionable, and outcome-driven insight into what their media delivers—helping make it a foundational channel for better advertiser results. 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 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.*

Source: Go Addressable survey conducted by Advertiser Perceptions, n=304, October 2026.

Visit: www.goaddressable.com

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