

PRODUCT INFO

Streaming **TV**

TV's impact. Digital precision.

Reach people on every screen while they watch live or on-demand programming on any connected device.

HOW IT WORKS

Your commercial runs across **all devices**, in two categories:

Large screens
Smart TVs, or TVs connected to the internet through a gaming console or streaming device, like Apple TV, Amazon Fire TV Stick, Roku, or Xbox.

Small screens
Phones, tablets, and computers where people watch TV programming.



BENEFITS

- All your TV buying in one platform
- Robust targeting
- Data-driven decisions
- Control over the ad experience
- Cross-device attribution
- Brand-safe environment
- Insightful, up-to-date reporting

AD SPECS

File type	MP4 only
Length	:15 or :30 seconds
Bitrate	22.5 Mbps recommended

Why streaming TV works

40%
of U.S. adults watched more free, ad-supported streaming in 2023

55%
will watch an ad to the end if it fits the content

67%
prefer ads relevant to what they're watching

43%
looked for a product after seeing a streaming TV ad