



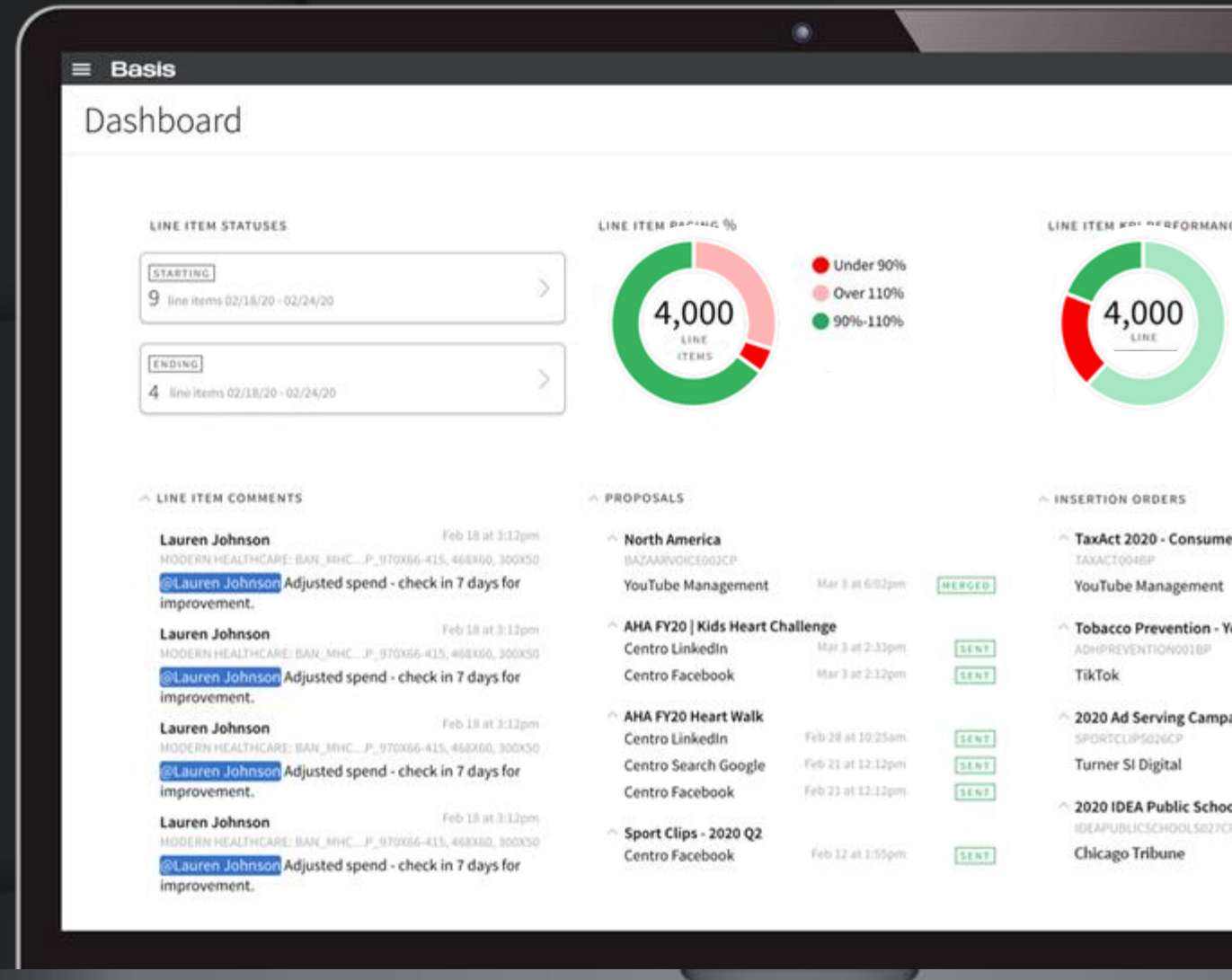
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WEBINAR SERIES



The industry's most comprehensive and automated digital media platform.



# Mastering CTV: The Streaming Playbook for Marketers

**Basis**<sup>®</sup>  
Technologies

 **comscore**



**Noor  
Naseer**

VP, Media Innovations + Technology



**Becca  
Forster Marco**

VP, Emerging Solutions

# Snapshot of What We'll Cover **Today with You**



**The Streaming  
Revolution**



**Adapting to  
Streamers**



**The Privacy  
Landscape**



**Putting it into  
Practice**

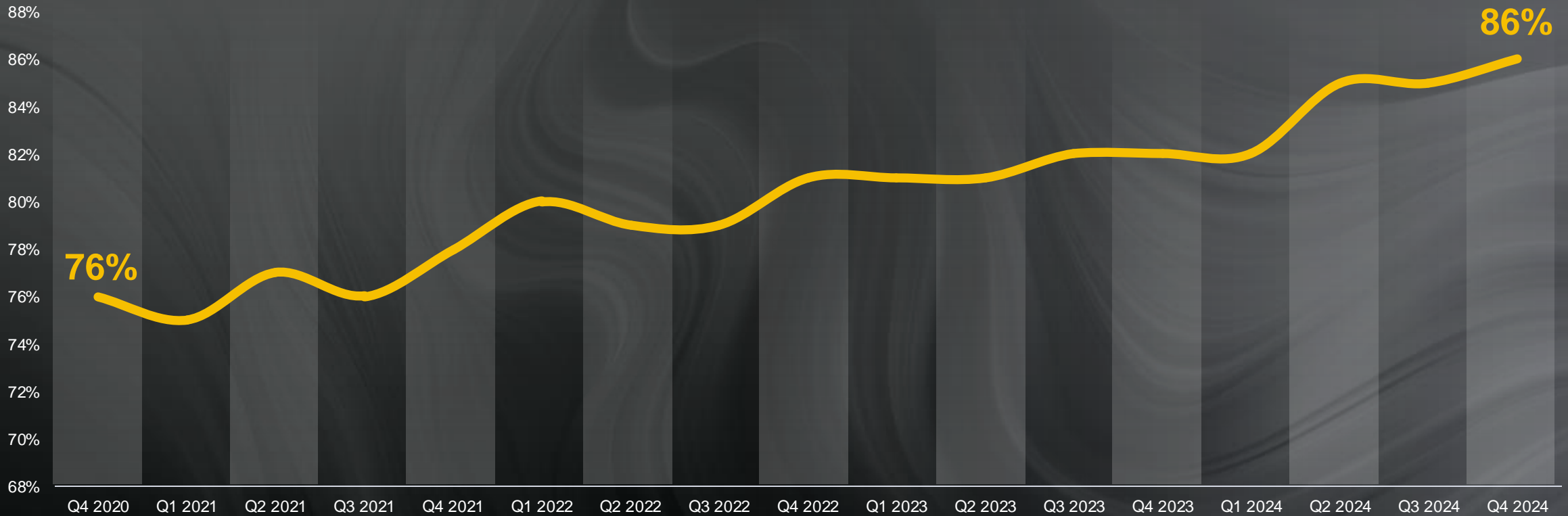
# The **Streaming** Revolution

How consumers are engaging with CTV content



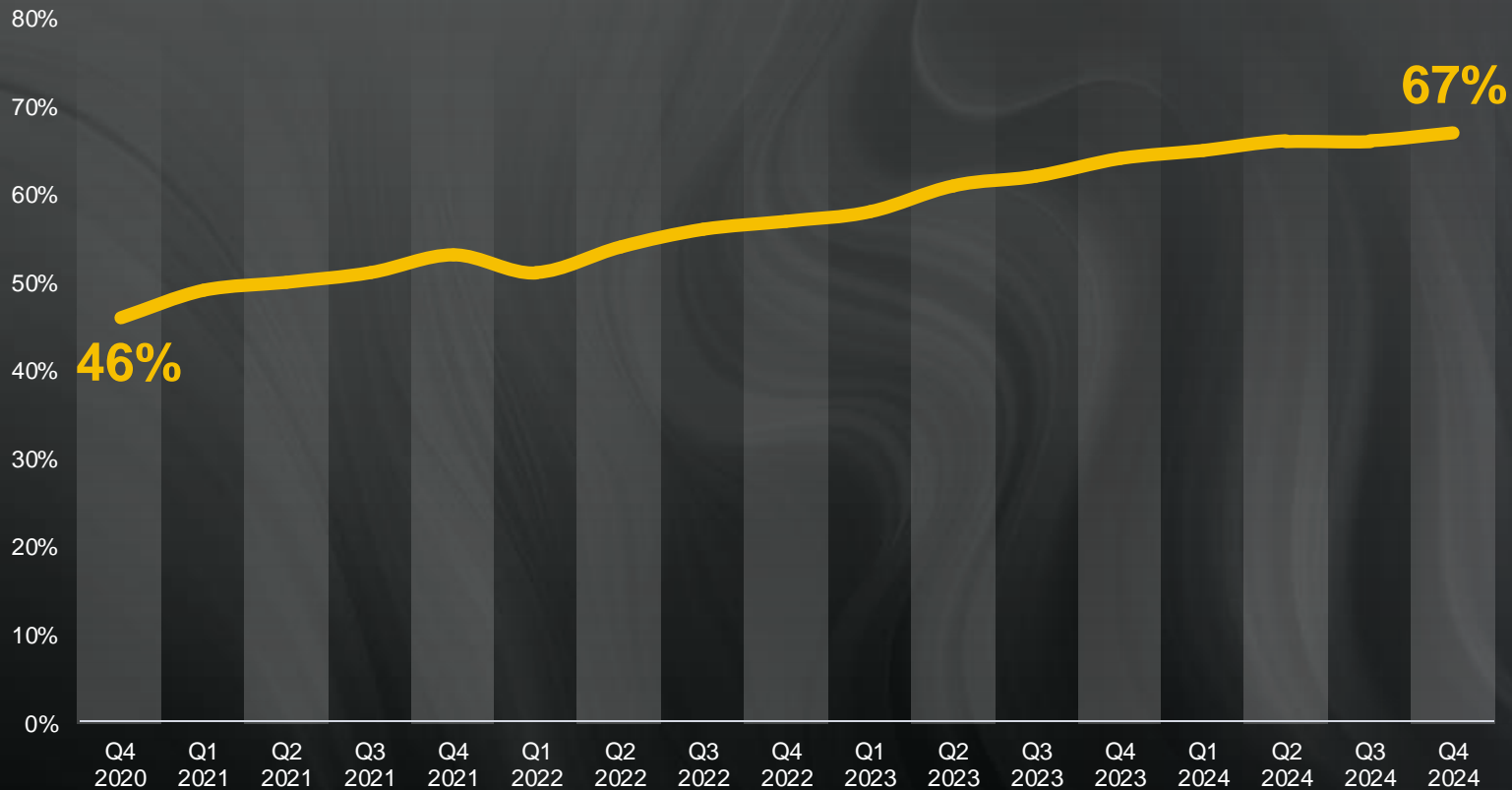
# CTV Adoption: Up and to the Right

% of WiFi homes watching CTV

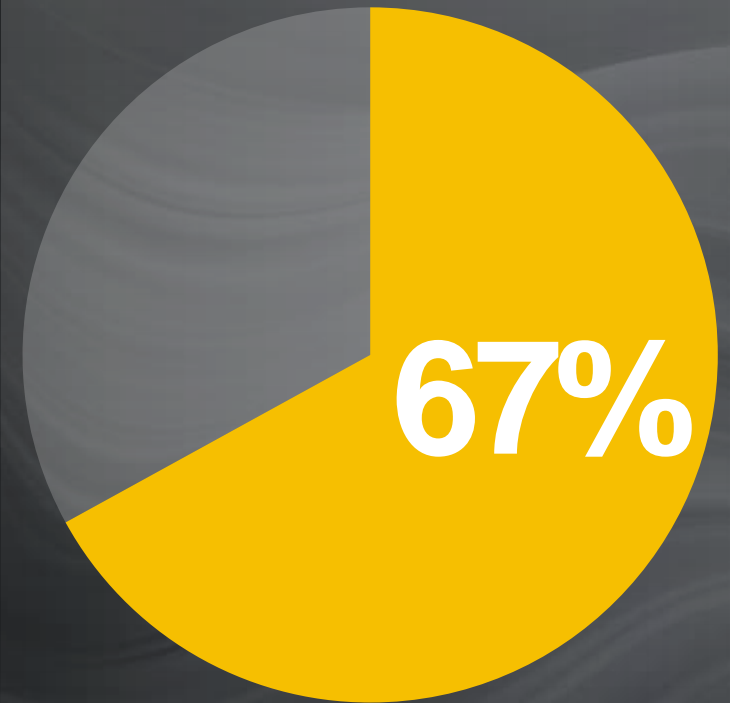


# Cordless is the New Normal

## % of CTV Viewing Homes that are Cordless



## 2/3 of CTV Watching Homes are Cordless





# Spending More Time with Streaming

Average **CTV Services**  
Per Household

Q4 '24

7.1

Q4 '20

5.2

Average **Hours**  
Streamed Monthly

Q4 '24

148

Q4 '20

113

Average **Household**  
**Streaming Days** Monthly

Q4 '24

23

Q4 '20

19

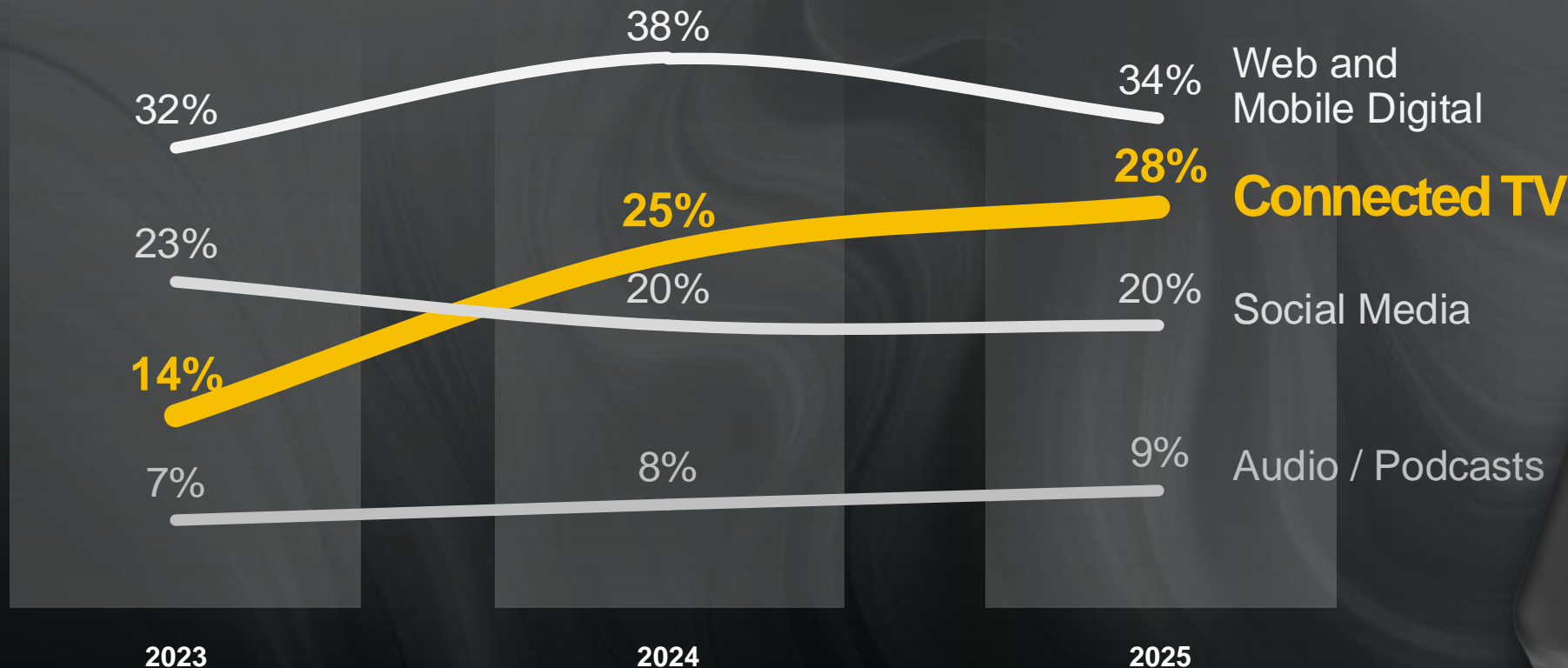
# Adapting to Streamers

How marketers are keeping up with consumers' shifting behaviors



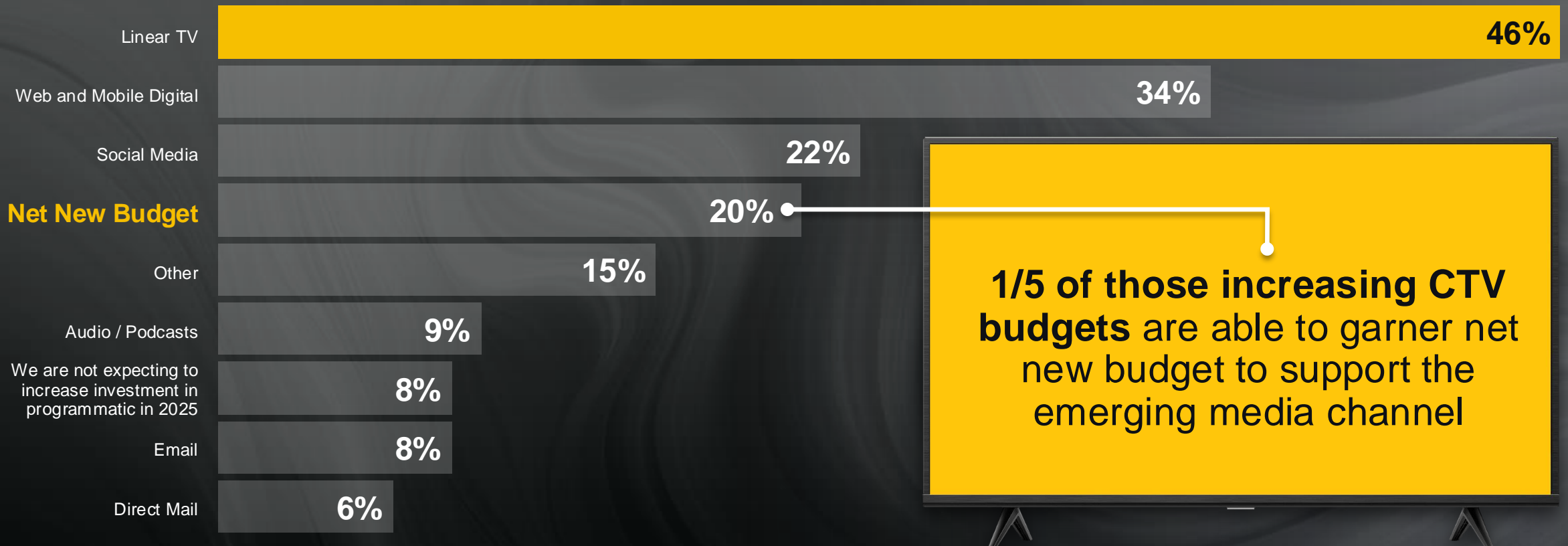
# Streaming's Growing Share of the Media Pie

Average % of budget expected to be allocated to each channel



# CTV Cannibalizes Linear Budgets

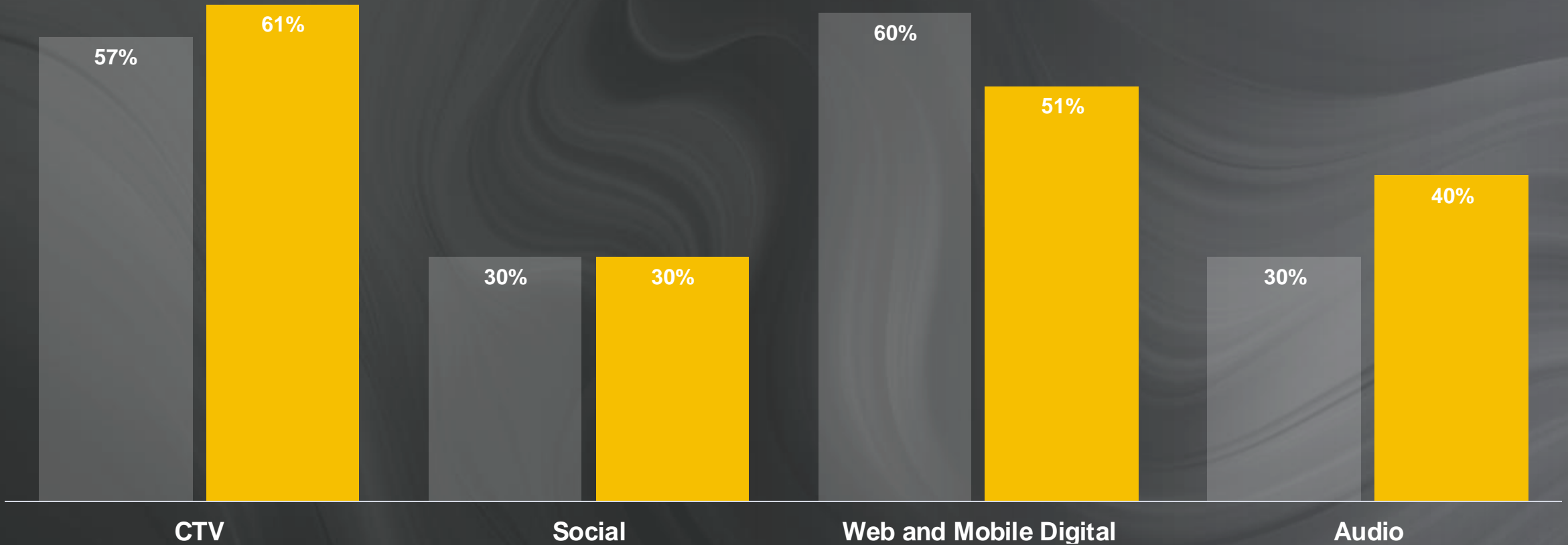
If you expect to increase investment in programmatic CTV in 2025, where is the budget coming from?



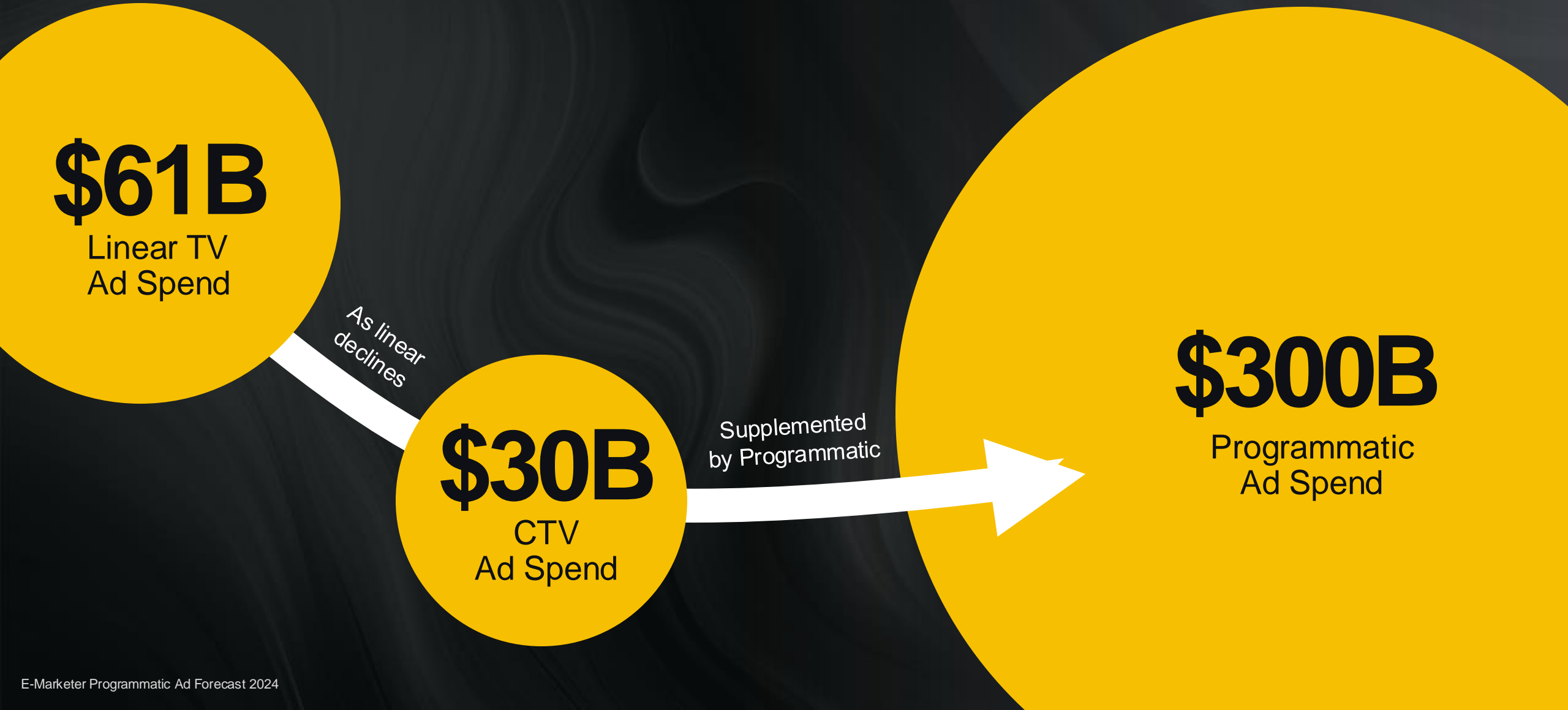
# CTV Buys Trend **Programmatic**

What percent of your 2025 spend per media channel do you expect to be transacted programmatically?

2024 2025



# How Advertising Dollars are Spent



**\$61B**

Linear TV  
Ad Spend

As linear  
declines

**\$30B**

CTV  
Ad Spend

Supplemented  
by Programmatic

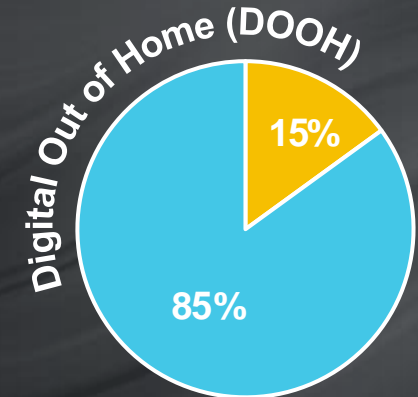
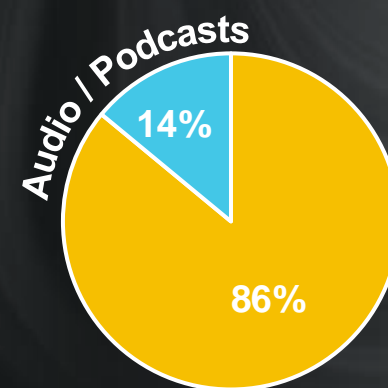
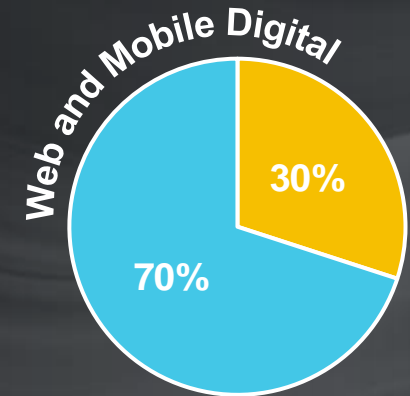
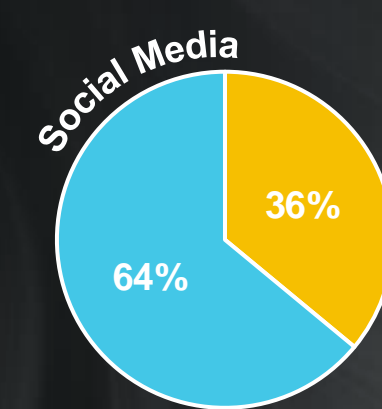
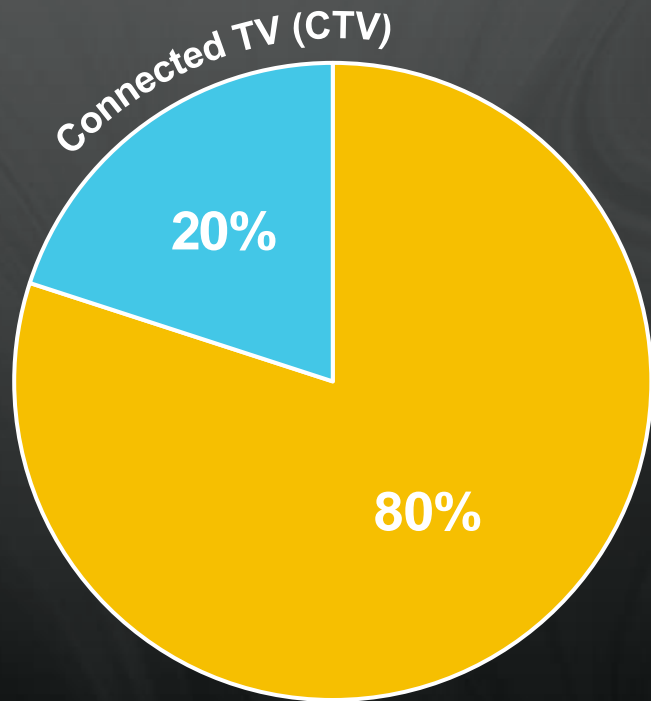
**\$300B**

Programmatic  
Ad Spend

# CTV Solidified as a Branding Channel

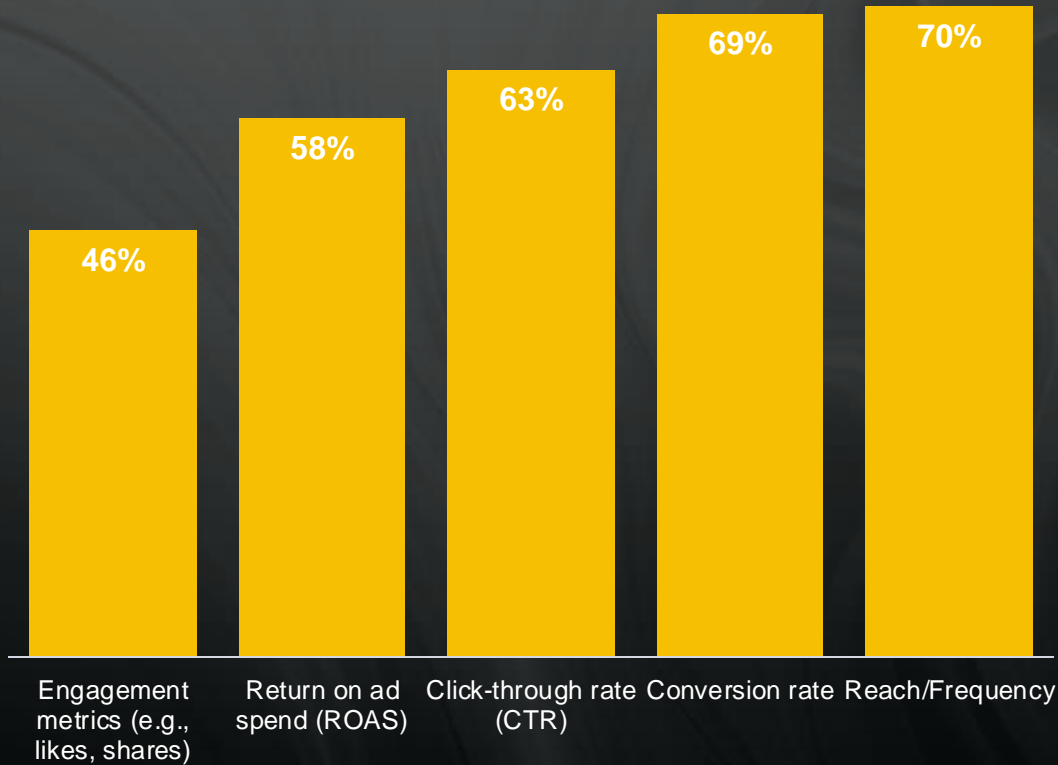
% of respondents who believe the channel primarily achieves branding or performance objectives

Branding Performance

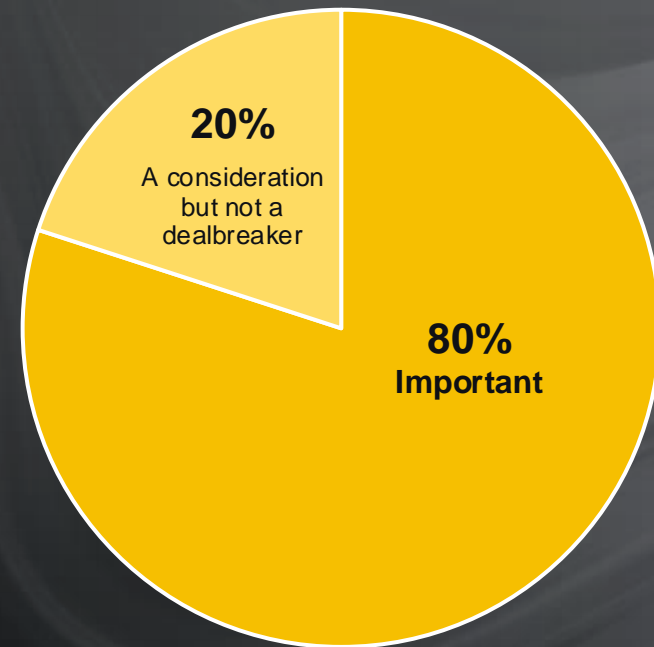


# Understand Cross-Channel Impact

What metrics are you focused on for measuring the effectiveness of programmatic campaigns?



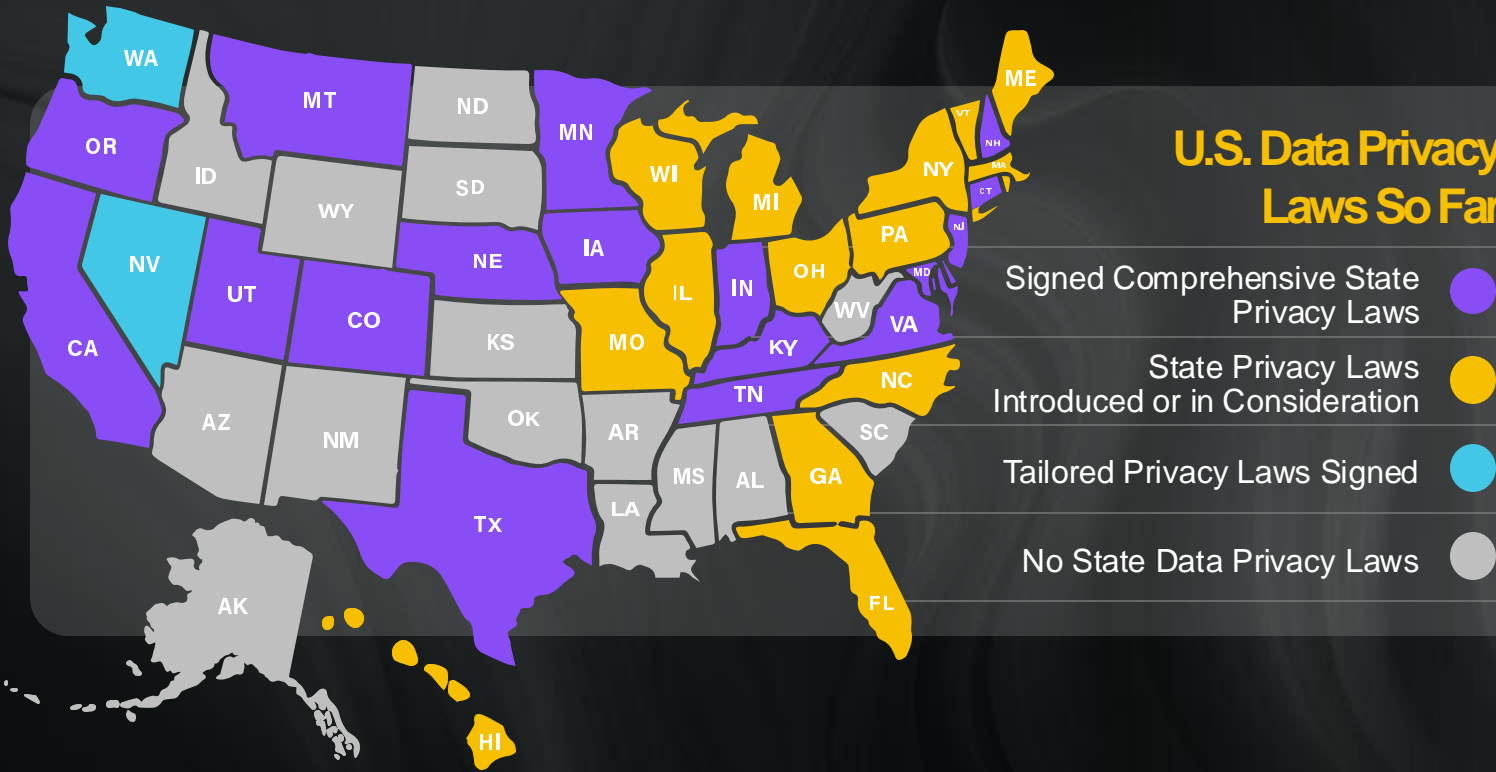
How important is it for deduplicated reach & frequency measurement to be made available directly in programmatic environments?



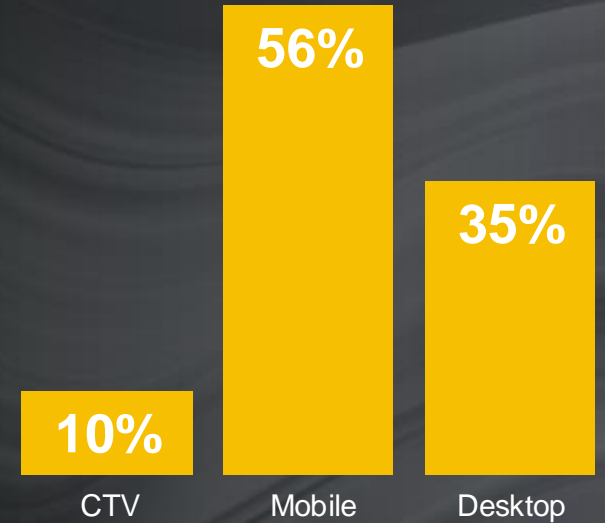


# The Privacy Landscape: CTV Edition

# CTV is a ID-free channel, but still impacted by signal loss

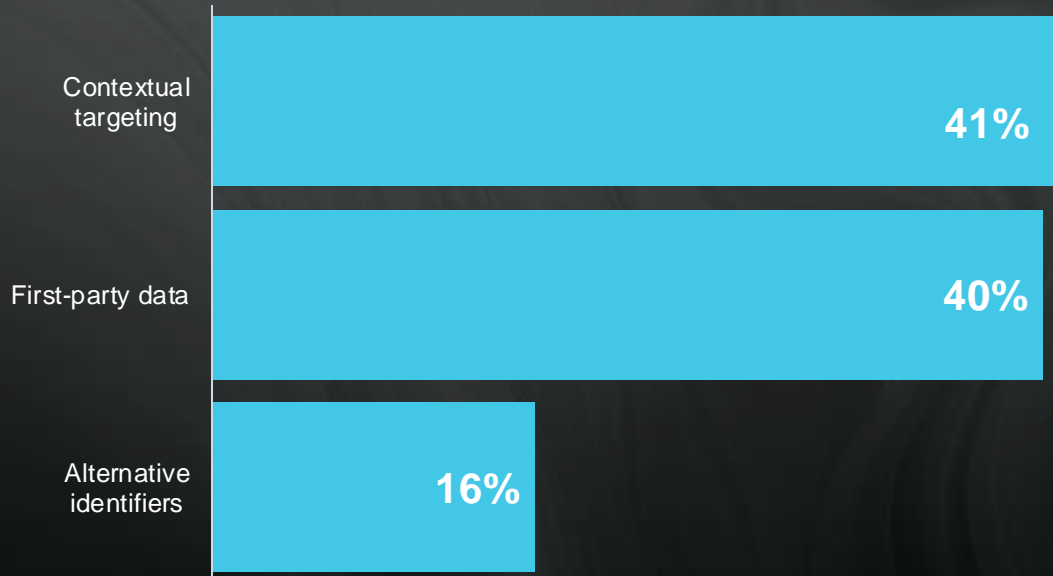


% of impressions that do not contain a user identifier, including alternative IDs

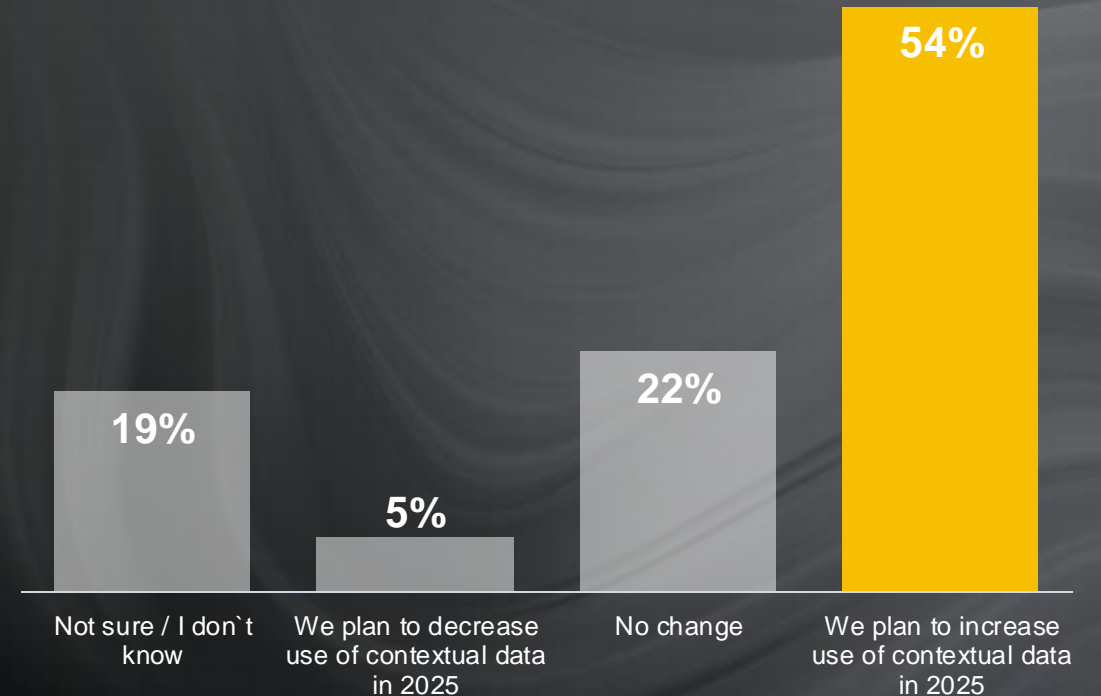


# The Contextual Path Forward

Primary strategy to maintain targeting effectiveness in 2025 amidst growing privacy laws and a continued loss of persistent user identifiers

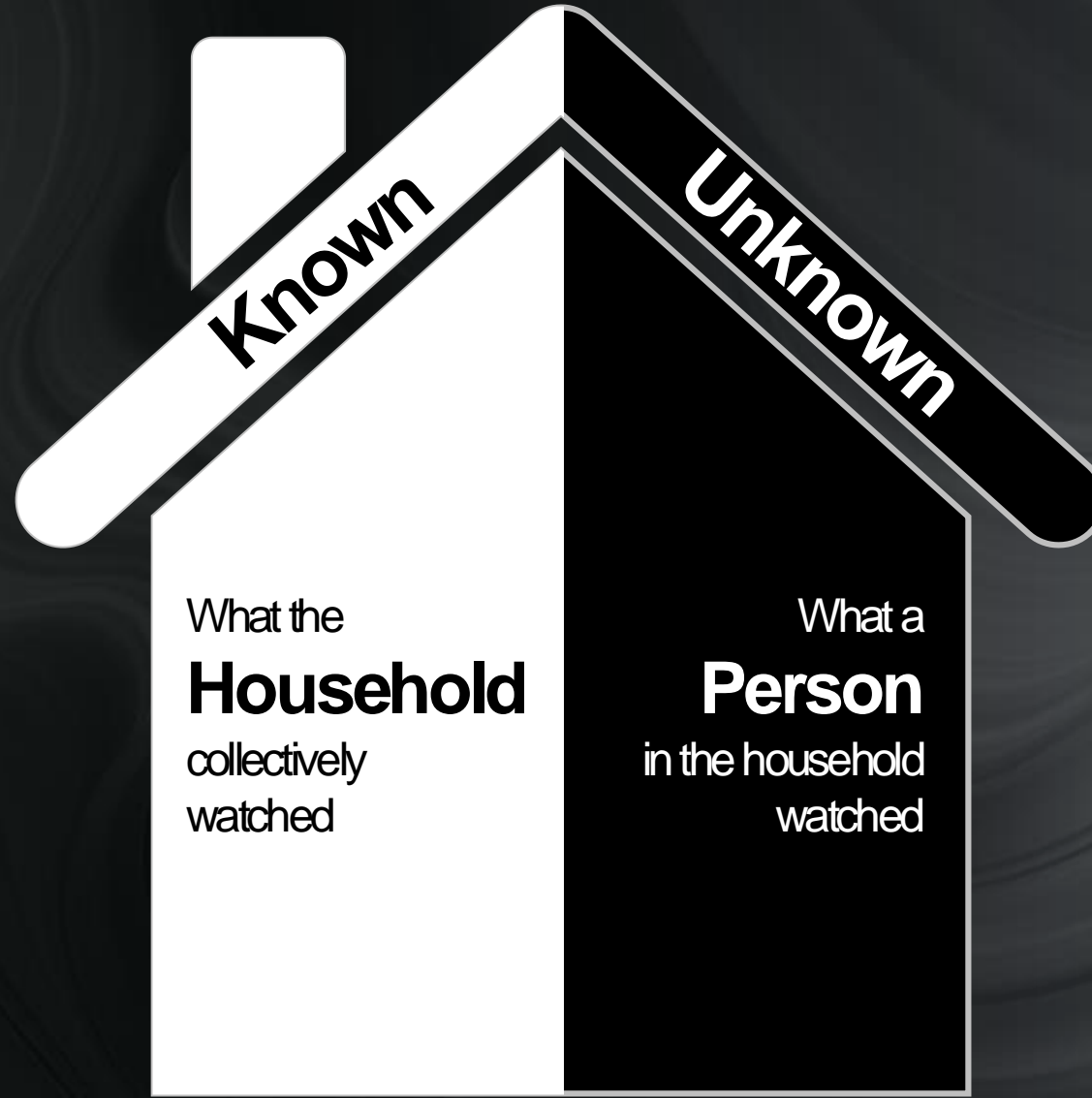


How do you expect your use of contextual data to change in the year ahead?



# Person-level visibility – across all channels

Decoding the  
Black Box of  
**Person-Level  
Measurement**



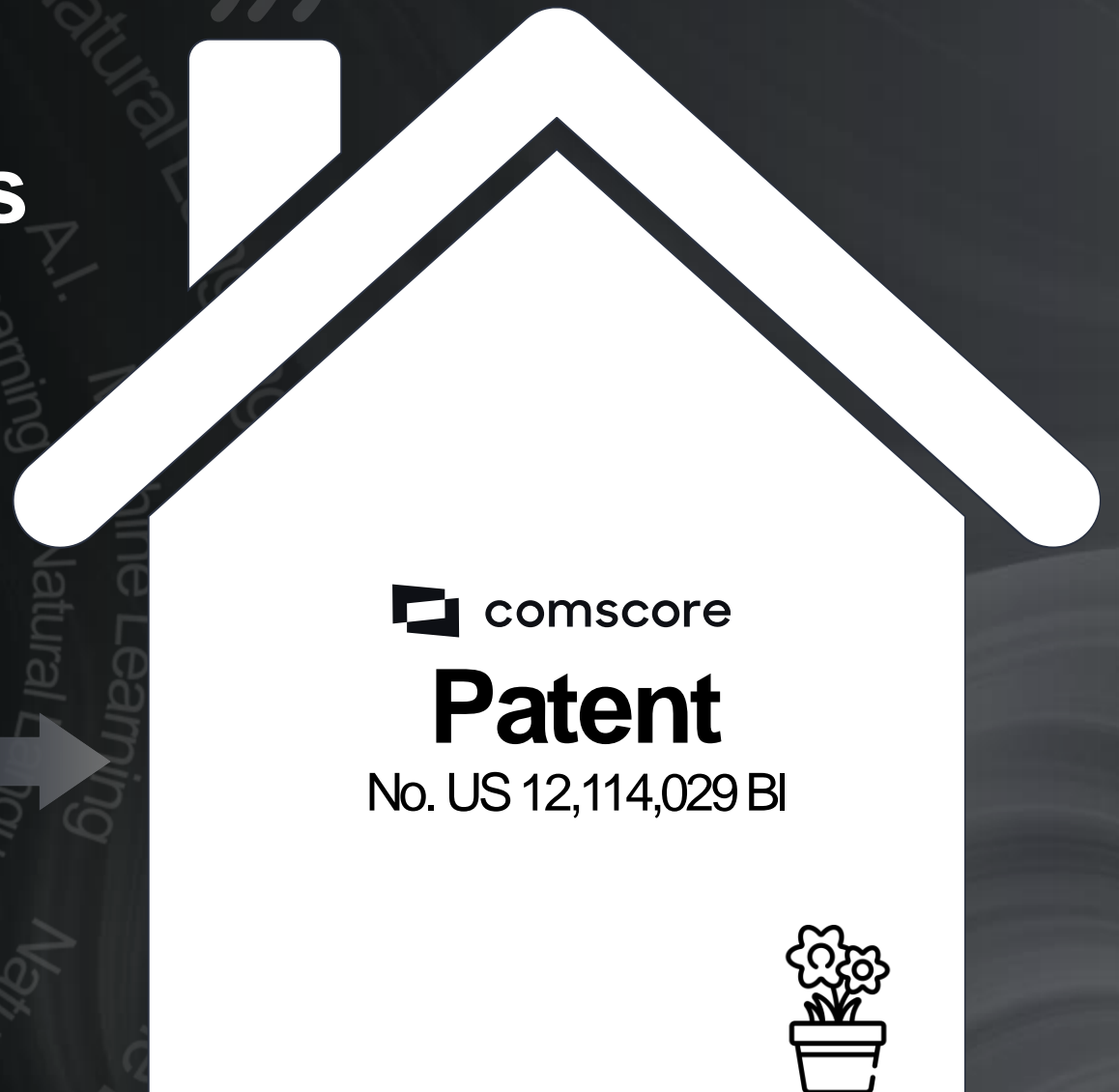
# Our Newest Patent Harnesses **Big Data** to Measure People



Viewing data and demo info  
from millions of  
**Households**



Projected viewership for  
millions of individual  
**People**



♥ **Person-Level Visibility – across all channels**

# Putting it into Practice



# Efficient CTV Targeting and Measurement Drive Incremental Reach

## The Setup

- Comscore's linear TV ad retargeting was applied to:
  - a) Reach viewers who saw a competitor's ads
  - b) Suppress those already reached via linear TV

## The Goal

- Reach net-new audiences on CTV
- Prove incremental reach vs. linear campaign

## The Results

From Audience Reach Measurement

- **99.7% of CTV viewers were not reached on linear TV**, expanding net-new audience reach
- **23.1% of viewers were reached exclusively through CTV**, demonstrating the impact of CTV as a digital audience expansion tactic

# Leverage Comscore CTV Capabilities in Basis

## Reach incremental users

- ✓ IAB Categories
- ✓ Legal Drinking Age
- ✓ Brand Safety
- ✓ Keywords
- ✓ Misinformation
- ...and more

Measure & optimize in real-time  
with Audience Reach Measurement 

### Advanced Reach Measurement

OFF **ON**

#### Local Markets\*

#### Asset Type

Select the type of assets to include in the measurement

- Linear TV and digital assets  
A CPM fee of \$0.65 applies to each of the selected tactics
- Digital assets  
A CPM fee of \$0.11 applies to each of the selected tactics

For linear TV assets, select the brand and products to include in the measurement

#### Brands\*

#### Products

#### ^ Tactics included in measurement: 2

- Customer Lookalikes
- Likely Pet Parents

#### Report

 Download



# Q&A