

# Over The Top (OTT) Video

Directly target your most valued consumers while they stream their favorite programming in a way never before possible with traditional TV. Marketers can create dynamic and interactive video ad experiences that can drive increased engagement and brand recall.

**Over the Top device:** a device that can connect to a TV (or built into TV) that can deliver Internet-based video content.

**Examples:**

Roku, Apple TV, Google Chromecast, Amazon Fire Stick, Smart TV's, game consoles, certain Blu-ray players, etc.



**Over the Top video:** video content transported from a video provider to a connected device over the Internet outside the closed networks of telecom and cable providers.

- ✓ Full-screen TV experience with co-viewing
- ✓ Advanced targeting, dynamic ad insertion, enhanced survey and audience analysis capabilities, IAB standards, and digital measurement
- ✓ Reach cord-cutters
- ✓ OTT video ads tend to be 100% in-view since there is no player to minimize
- ✓ Support for 3rd party ad serving and measurement
- ✓ TV length video ads (:15s, :30s, :60s, etc.)