

What is OTT (AKA CTV)?

CTV Devices

CTV devices connect your TV screen to the internet, whether by stick, fire stick, dongle, hockey puck, gaming cube, or even a connection built into the TV itself. Regardless of the specific make and model, these devices connect to all kinds of premium content without a cable subscription, allowing cord cutters and streamers to either replace or supplement their traditional cable bundle.

Streaming Device

Under the CTV device umbrella, "streaming device" specifically refers to those sticks, dongles, and cubes we mentioned earlier. Through them, media is sent from the internet to your home television in a continuous "stream", meaning that, as long as your internet connection is not disrupted, you don't need to wait for an entire TV show or movie to download before hitting play.



Smart TV

Also under the CTV device umbrella, a smart TV is a television with a built-in connection to the internet and your favorite TV content. Your television comes "smart" just as it is—no sticks or dongles required.

Want to browse the web on a really, really ridiculously big screen? You're in luck. Many smart TVs also offer web browsers or even apps that allow you to access your favorite social media platform.



53% of U.S. broadband households subscribe to both a pay-TV service and at least one OTT video service.

Parks Associates

OTT Video & TV Everywhere: Partners, Alternatives, and Competition

