

Connected TV (CTV) / Over-The-Top (OTT)

Make an Impact

Connected TV (CTV) refers to the device on which the content is streamed, such as smart TVs, streaming sticks, or gaming consoles. **Over-the-top (OTT)** refers to digital content delivered directly to viewers over the internet, bypassing traditional distribution channels like cable or satellite providers. In short, CTV devices enable viewers to stream OTT content directly on **the biggest screen in the household**.

Evolve with Viewing Habits

- 70%** Estimated percentage of the U.S. population who will be CTV users by 2026
- 2:37** Average CTV usage in the U.S. is projected to increase to 2 hours and 37 minutes by 2026
- 68%** Percentage of U.S. sports viewers expected to stream games/live events in 2025

Reach an Increasingly Digital Audience

Q1Media's agnostic approach delivers **unparalleled scale and first-to-market CTV opportunities**.

- Align your brand with quality content from major networks and streaming platforms, including **live sports and high-profile events**.
- Go beyond demographics and leverage first-party and third-party data to minimize waste and **reach your most valuable audiences**.

Integrate into an Omnichannel Strategy

Retarget viewers across other devices in the household using player-event retargeting to **unify the consumer journey** and draw viewers further down the marketing funnel.

Sample CTV Inventory

