



# Top 10

recommendations

**for capitalizing on**

**the evolving TV landscape**

**It is becoming easier** and easier for advertisers to reach their audiences in a more granular and creative way through their connected TVs (CTV). Consumer access to content through CTV has increased exponentially in recent years, and accelerated during the pandemic. Households can connect to a range of services through their Smart TVs, or through over-the-top (OTT) devices such as Apple TV, Amazon Fire, Google Chromecast and Roku.

Ad-free, monthly subscription-based streaming platforms like Netflix, Amazon Prime Video, Disney+ and HBO Max have a sizable market share, in the US and internationally, and of total time spent on streaming. However, ad-supported platforms are gaining ground, particularly as consumers seek to cut costs as life outside their living rooms returns to normal.

With all the benefits and infinite amount of content that this new technology promises, there are pitfalls lurking in the shadows. What should advertisers consider when investing their media dollars in CTV?

**1. Recognize and utilize CTV's unique added value in comparison to linear TV and online video**

Reach your audience in their living rooms with full TV screen size and sound exposure, but with more granular targeting capabilities than linear TV can provide.

**2. Define your targets from the parameters that are available from the different streaming services, and tailor your creatives and messages to your audiences**

Data about age, geolocation and program preferences can be utilized for adapted messages.

**3. Experiment with the effects on sales of addressable advertising based on ad sequencing and retargeting**

A willingness to commit to testing and learning approaches, along with your agency TV planners and strategists, will be the keys to success in addressable TV. As a rule of thumb, if possible, set aside approximately 5% to 8% of your campaign budget for testing and pilots.

**4. Continue to use linear TV as the base for wide coverage**

Add CTV to build incremental reach for the younger part of your audience, or those that are more difficult to reach through linear TV.

**5. Adapt to each market's various possibilities and limitations**

The share of streaming services that sells ads is growing, but access to premium content differs by market. The US has some standalone larger providers, while premium content is more often provided by existing TV broadcasters in Europe.

**6. Avoid the risk of complexity: focus on a few larger streaming services that sell ad inventory**

A few providers represent a large proportion of coverage.

**7. Monitor the development of a standardized currency and measurement to combine CTV and linear TV for your market**

Facilitate the setting of campaign objectives and tracking through cross-media measurement initiatives. The collaboration between Roku and Nielsen One in the US is one example, as is the one between BARB and broadcasters in the UK. Initiatives like these are promising, but are still under development.

**8. Be aware of the potential pitfalls in programmatic buying and in the use of smaller streaming services**

Fragmentation is accompanied by inconsistent standardization of device and app identifiers. Fraud and brand safety are still prevalent and adtech leaders are actively seeking to close the gap.

**9. Use only trusted and certified technology and inventory partners for programmatic buying**

Only partner with those that follow IAB recommendations to minimize fraud and improve brand safety, transparency, and reliability. Negotiate guarantees into your buys.

**10. Don't forget mobile video**

While the trend and indeed temptation is to focus on CTV and longer ad formats, mobile users can – and should – still be reached through social media and gaming apps.



**ECI Media Management's experts can help advertisers navigate this increasingly complex and fragmented landscape to optimise reach and frequency and drive higher media value. Please get in touch if you would like to discuss how we can support you: [savings@ecimm.com](mailto:savings@ecimm.com)**

# About ECI Media Management

## ECI Media Management: Higher Media Value

Technology is transforming the media landscape at an unprecedented pace. But in the right hands, change can be a force for good. ECI, the market's fastest growing global media management company, leverages these changes to help you drive **higher media value** from your advertising investment.

## A modern, forensic approach

Ever since our formation we have championed a modern approach to media and financial auditing. As pioneers in the field of digital auditing, we include sophisticated analysis of programmatic activity in our audit model, and we pride ourselves on a forensic, fact-based approach which harnesses the power of our world-class talent and proprietary technology. Along with our innovative benchmarking capabilities, we are confident in our ability to empower our clients to drive **higher media value** and media-led impact on business performance.

## Cutting-edge services

Capitalizing on today's dynamic, fast-paced media landscape to drive **higher media value** requires data-driven decision-making, global experience and a deep understanding of the latest technologies. At ECI we are proud to be able to offer these and so much more, including TV auditing, financial compliance auditing, pitch management, KPI setting and management and contract consultancy.

## Global experience, local expertise

We are proud of our client portfolio, which contains some of the world's largest and leading advertisers. Our network of owned offices and leading affiliates supports them where they need us, across the Americas, Europe and Asia Pacific. We offer them high-level media intelligence and rigorous benchmarking and, ultimately, the insight, experience and savvy to ensure that their advertising investment and agency relationships drive **higher media value**.

## CONTACTS

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