

Reaching the Cord Cutters

Capturing CTV consumers on the evolving viewer landscape

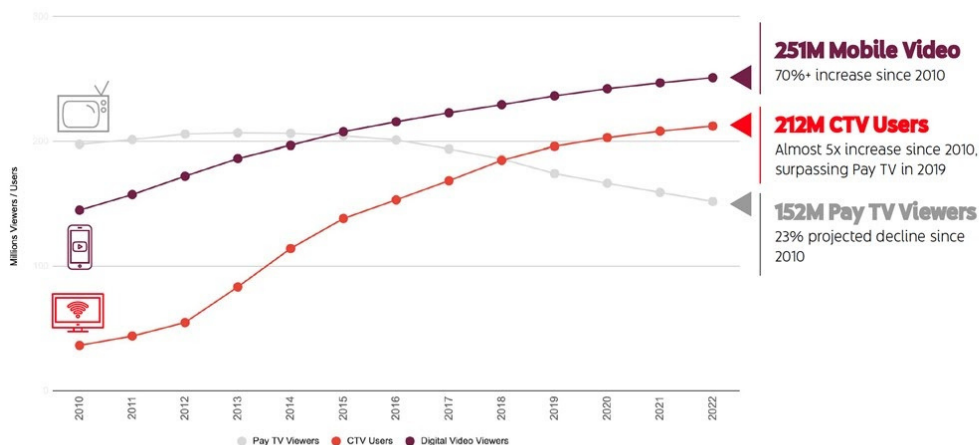
TV Consumers' Changing Habits

Over the past few years, viewers are shifting away from linear television. Currently, video viewership is digital first. And it makes sense — the digital viewing experience provides infinite options, flexibility in schedule, and archives of past content. Digital fits the lifestyle of the 21st century consumer who is accustomed to on-demand services.

CTV has passed Linear TV in viewership at over 212M CTV users vs. 125M Pay TV viewers:

Video Viewership is Now Digital-First

To reach today's consumers, brands are challenged to understand where & what content their audience is watching



Source: eMarketer, February 2020

251M Mobile Video

70%+ increase since 2010

212M CTV Users

Almost 5x increase since 2010, surpassing Pay TV in 2019

152M Pay TV Viewers

23% projected decline since 2010

CTV has never been so popular or widely-used as it has during the current COVID-19 pandemic. Consumers are quickly shifting their viewership to “digital-first” platforms. During the height of U.S. shelter-in-place orders in the spring, weekly time spent watching CTVs grew by more than 1 billion hours as the weeks passed.

Now that fall has arrived, traditional TV networks are rescheduling primetime shows. The typical fall & winter lineups are facing unprecedented delays. As a result, traditional methods of primetime advertising are changing fast. Where can brands reach those customers who have moved to digital platforms?

YouTube’s Role in CTV Viewership

YouTube is the place to maximize CTV viewer reach, targeting your ideal customers. By utilizing YouTube, you extend your reach to those “cord cutters” who no longer watch linear TV. Take a look at the numbers:

YouTube reaches 97% of consumers who watch video online.

250+ million hours of YouTube videos are watched each day on large-screen, CTV devices.

YouTube reaches more A18-49 viewers than all linear TV networks combined.

YouTube reaches 97% of consumers that watch video online, which is more than Hulu, Roku, and other traditional TV networks combined.

Source: Custom Nielsen study commissioned by Google

Reach CTV Viewers with VuePlanner

VuePlanner helps advertisers “Buy Like TV” through lookalike content segments that mirror networks/shows that were used to reach consumers on linear TV. With highly-targeted ads, you can now reach broader audiences as well as your specific customers. Contextual relevance solutions empower brands to determine exactly where their ad creatives will run to reach viewers at the right time — when they’re most likely to engage.

VuePlanner employs an advanced targeting approach:

- Cataloguing dynamic, custom-curated collections of YouTube inventory
- Lists are certified and 100% guaranteed for brand suitability upfront
- Contextual approach refines YouTube ad campaigns to target specific videos that drive measurable performance at all stages of the purchase funnel
- Providing granular video-level reporting & attribution, to understand which content performs best
- Offering DVIP attribution for existing YouTube buyers, the VuePlanner team can manage your next campaign

With more cost effective buys than linear TV and the ability to target the same large screens and the same audience demographics, it’s no wonder that VuePlanner is trusted by top global brands. Reach out today for a free demo and let’s get started on creating your personalized contextual game plan for reaching CTV customers.

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