



A large, thick black L-shaped graphic is positioned on the left and bottom right sides of the slide, framing the central text.

# **Why is CTV so important for Advertisers?**


Mary Corcoran –RTÉ Ad Operations



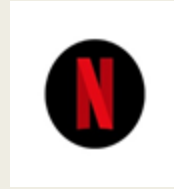
I 

**CTV**

*CTV combines the impact of traditional TV  
with digital targeting and reporting  
capabilities*



**SvOD**  
Subscription



**PvOD**  
Premium



**AvOD**  
Advertising



**Mvpd**  
Multichannel Video  
Programming Distributor



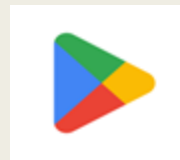
**BvOD**  
Broadcaster



**vMvpd**  
Virtual Multichannel Video  
Programming Distributor



**TvOD**  
Transactional



**FAST**  
Free Ad Supported TV

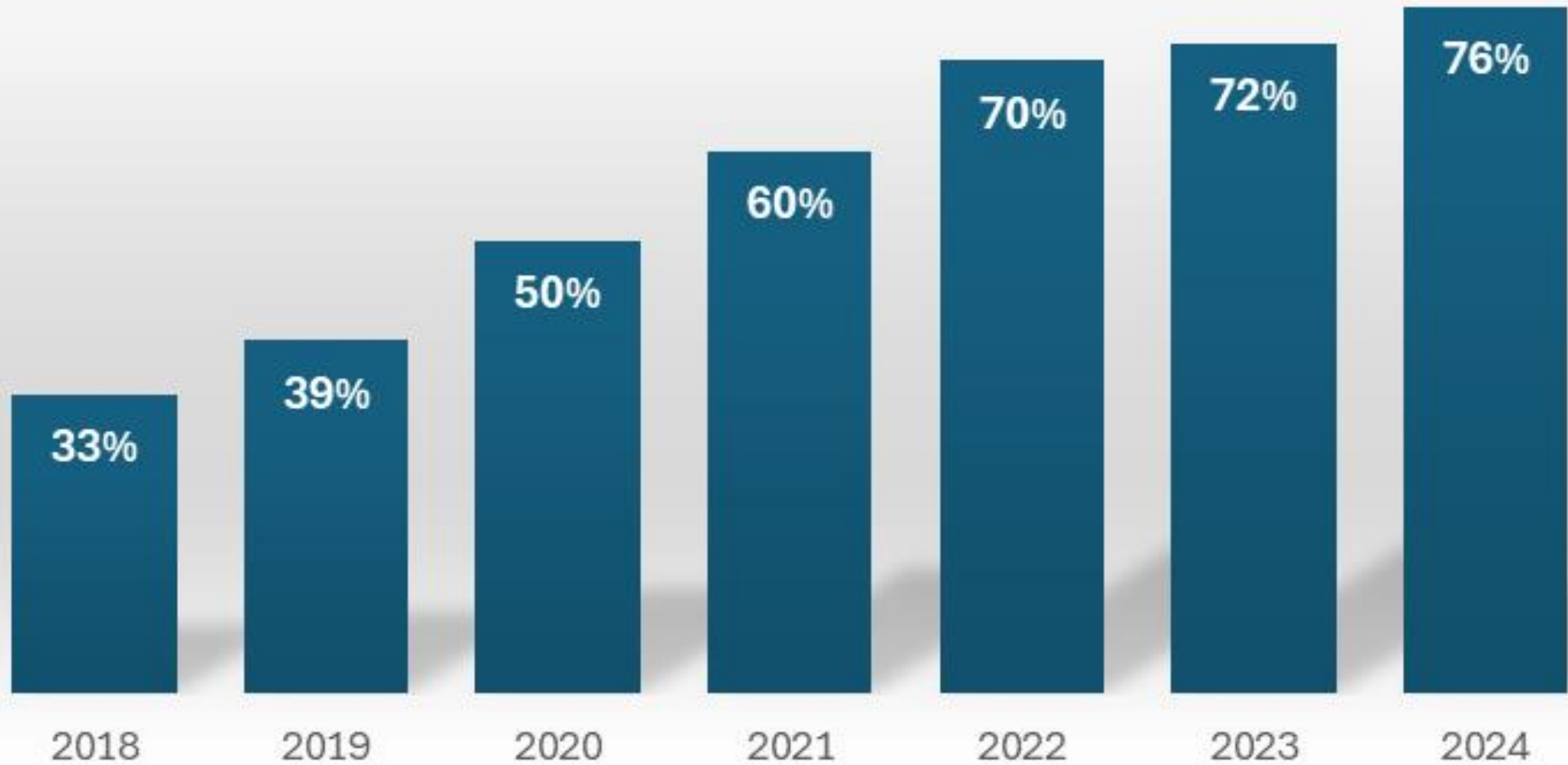


**PPV**  
Pay per view





# Connected TV Ownership







# The CTV Landscape

## Changing Viewing Habits

Audiences are shifting from linear TV to CTV. This change creates new opportunities for advertisers to engage viewers.

## Advanced Targeting

CTV allows for precise audience targeting. Advertisers can reach specific demographics, interests, and behaviours across multiple streaming platforms.

## Measurable Results

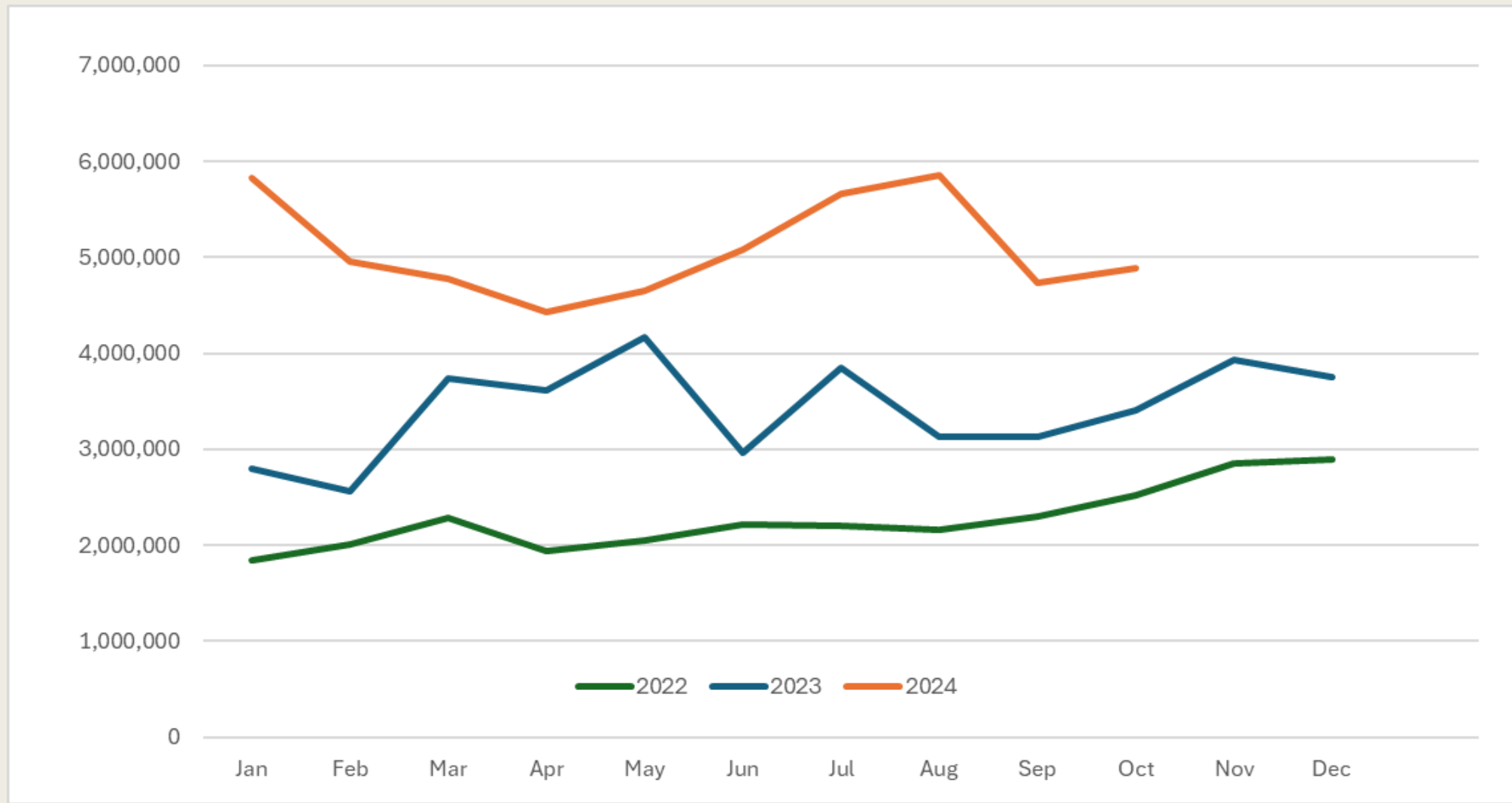
CTV offers robust analytics. Advertisers can track performance campaigns in real time



# Advanced capabilities

1. Audience-Based Targeting
2. Geographic Targeting
3. High Measurable Viewability
4. Device-Based Targeting
5. Content and Contextual Targeting
6. Data-Driven Targeting
7. Ability to reach Cord cutters
8. Retargeting and Sequential Messaging
9. Household-Level Targeting
10. Performance Tracking and Optimisation

# Streams on CTV





**51%**

Of streams on CTV ytd  
were generated between  
the hours of 6pm-11pm

**49%**

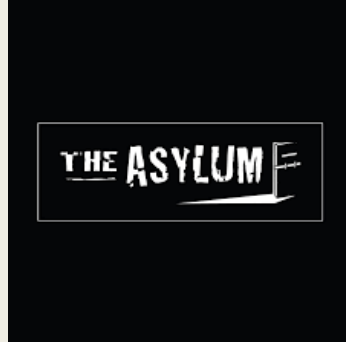
Of streams YTD on Player  
were viewed on CTV

**52%**

YOY increase on CTV  
streams

# FAST

## Free Ad Supported TV



RTÉ NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE CULTURE TV RADIO

RTÉ PLAYER HOME LIVE BOX SETS KIDS Search Login

RTÉ ONE RTÉ 2 RTÉ News RTÉ PLAYER RTÉ PLAYER RTÉ PLAYER

RTÉ News: Nine O'Clock

Live RTÉ News: Nine O'Clock 21:30 Weather (Nine O'Clock) 21:35 Dermot Bannon's Super Spaces 22:35 Apples Never Fall 23:31 Weather (Late) 23:35 Grantchester

Channels See full TV listings

|  |   |
|--|---|
|  | <b>RTÉ News: Nine O'Clock</b><br>21:30 Weather (Nine O'Clock)<br>21:35 Dermot Bannon's Super Spaces<br>22:35 Apples Never Fall<br>23:31 Weather (Late)<br><a href="#">See Schedule</a>      |
|  | <b>Paris Paralympics 2024</b><br>22:00 Best Interests<br>23:10 NCIS<br>00:00 Bake Off: The Professionals<br>00:55 The US and the Holocaust: A Film by Ke...<br><a href="#">See Schedule</a> |
|  | <b>RTÉ News: Nine O'Clock</b><br>21:30 Latest News and Weather<br>22:00 Latest News and Weather<br>23:00 Nuacht<br>23:25 Euronews<br><a href="#">See Schedule</a>                           |
|  | <b>Player 1: Paris Paralympics</b><br>08:00 Player 1: Paris Paralympics<br><a href="#">See Schedule</a>   |
|  | <b>Player 2: Paris Paralympics</b><br>09:00 Player 2: Paris Paralympics<br><a href="#">See Schedule</a>   |
|  | <b>Player 3: Paris Paralympics</b><br>07:30 Player 3: Paris Paralympic<br><a href="#">See Schedule</a>  |
|  | <b>Player 4: Paris Paralympics</b><br>10:00 Player 4: Paris Paralympics<br><a href="#">See Schedule</a>   |

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RTÉ



**THANK YOU**

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