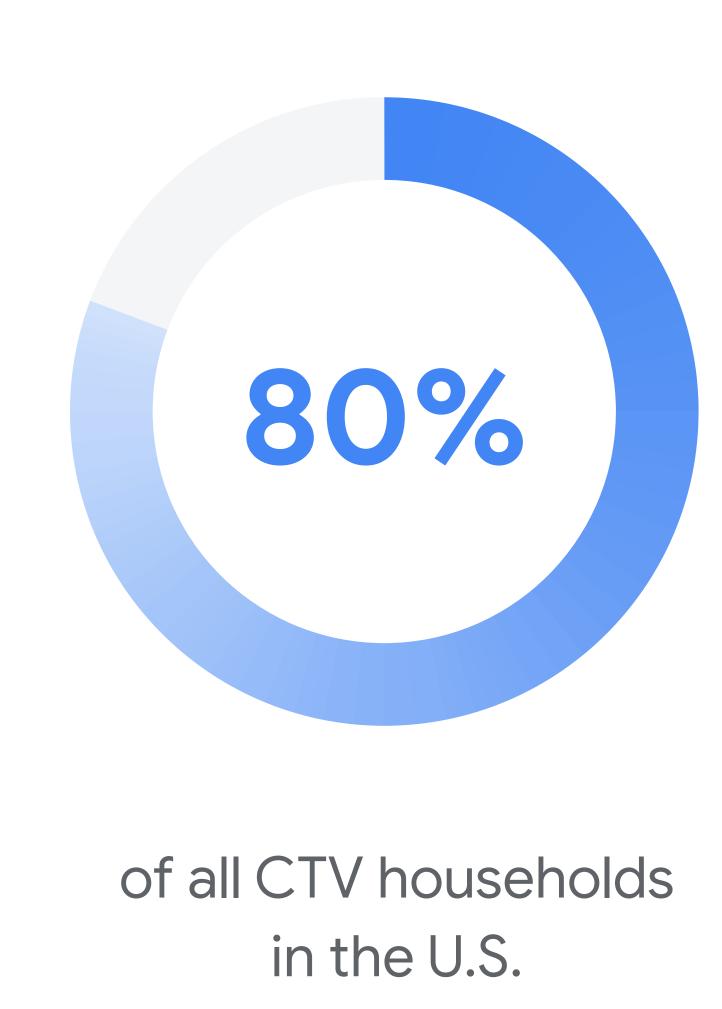
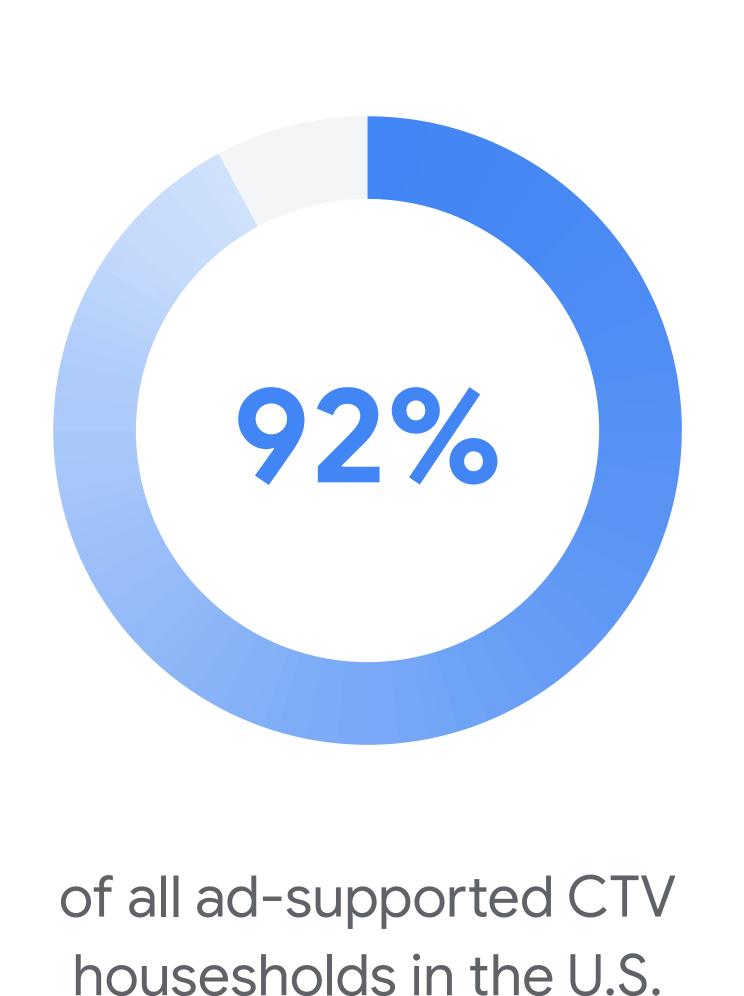
Tune in to Display & Video 360 to reach your connected TV audience

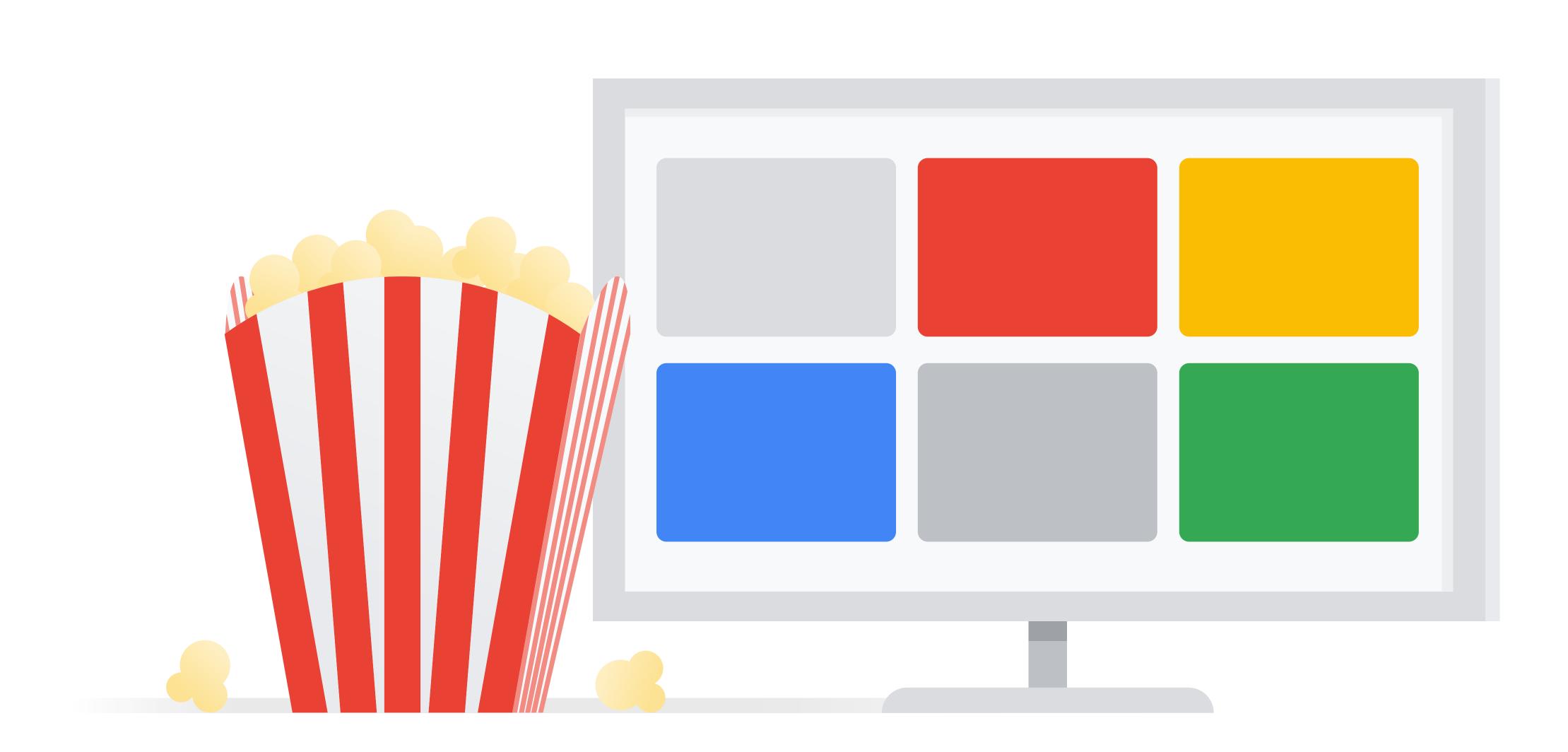
With more and more premium TV content available via streaming and accessible with programmatic technology, achieving reach through connected TV (CTV) in a high-quality, brand safe environment has never been easier. Here's how you can reach CTV viewers in the US with Display & Video 360.

With Display & Video 360, you can reach

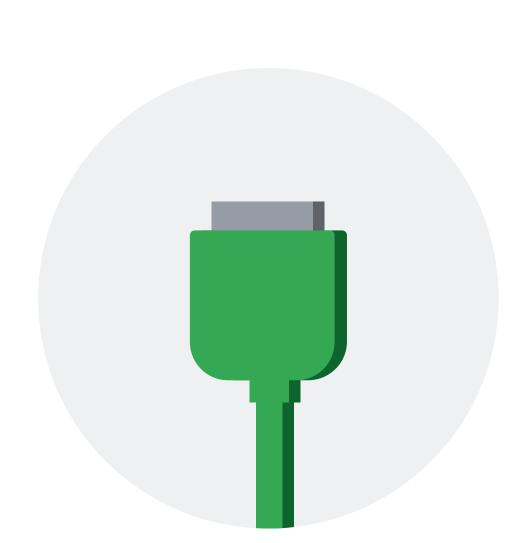




And get access to the top 50 most watched ad supported CTV apps in the US



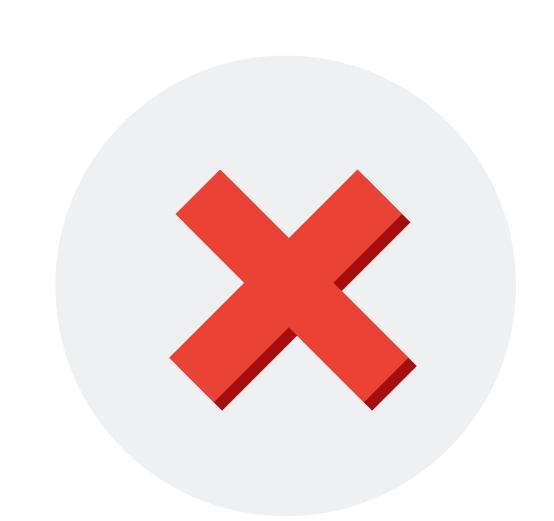
Reach your CTV audience, no matter how they access content



72%
of CTV households who are cable subscribers



86%
of CTV households who are cord-cutters

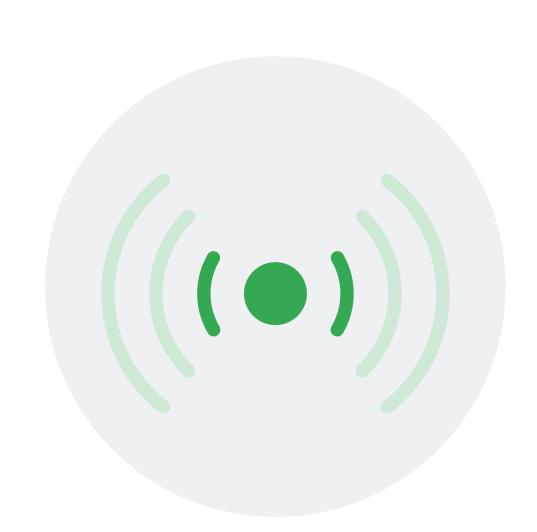


91%
of CTV households who are
cord-nevers

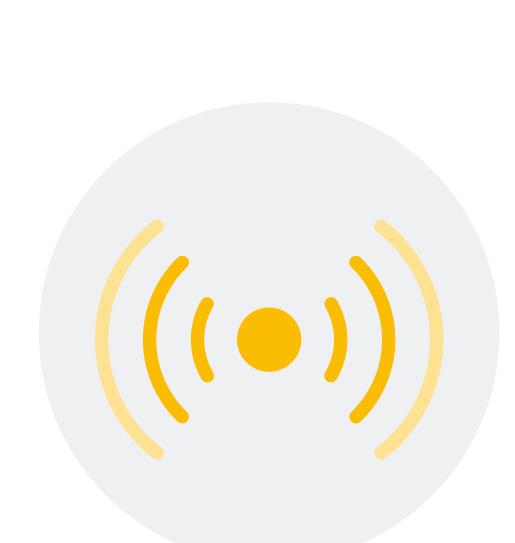
Cord-cutters: People who switched from a pay TV subscription such as cable or satellite to an Internet-based streaming service. **Cord-nevers**: People who never had a pay TV subscription.

No matter how much they watch

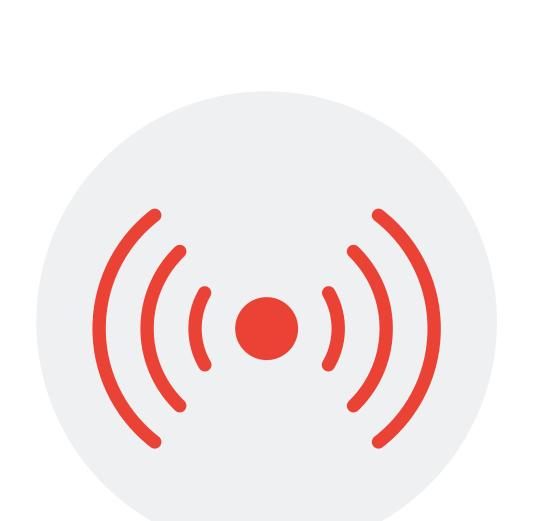
Display & Video 360 reaches



67%
of all light streaming CTV
households in the US



89%
of all medium streaming CTV
households in the US



96%
of all heavy streaming CTV
households in the US

Light streamers: The bottom 50 percent of CTV households based on duration.

Medium streamers: The next 30 percent of CTV households (after heavy streamers) based on duration.

Heavy streamers: The top 20 percent of CTV households based on duration.

Source: Comscore, OTT Intelligence, June 2020, U.S.

