



eyeota

A Dun & Bradstreet Company



Connected TV: Precision at Scale with Eyeota

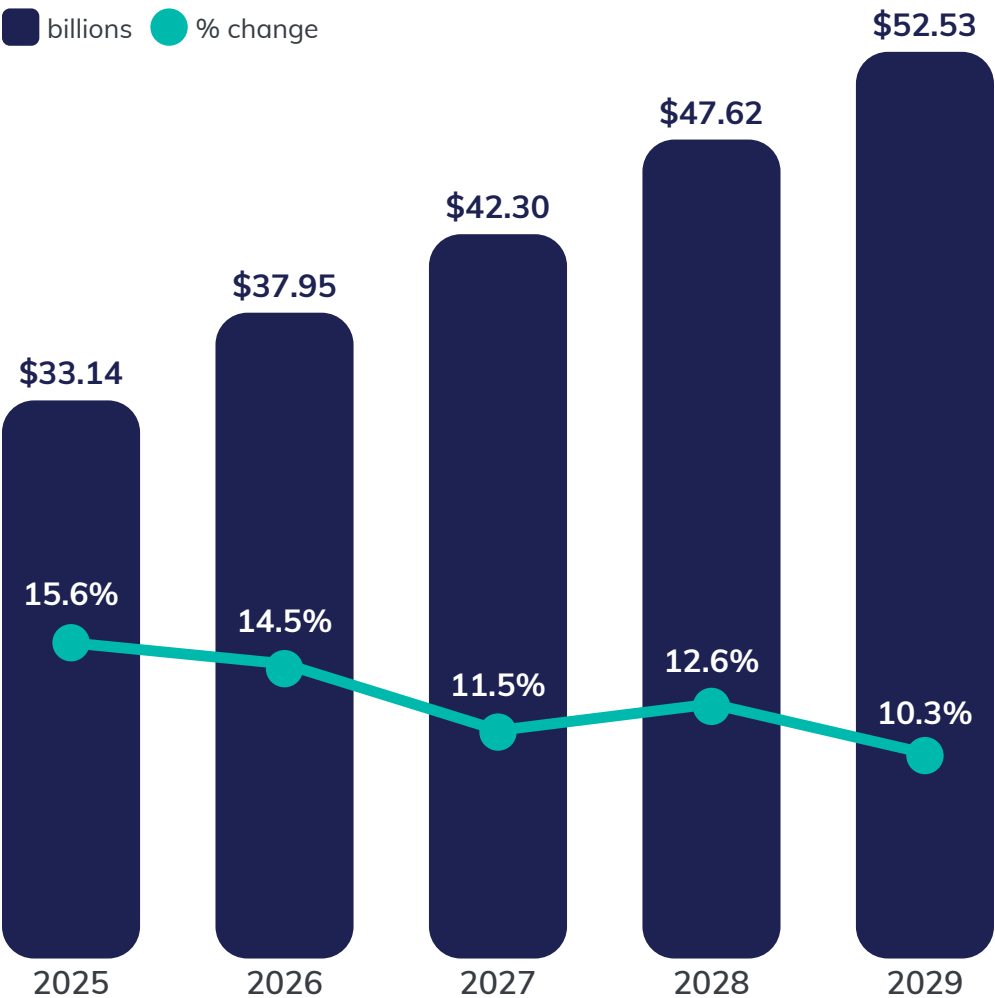
Learn how Eyeota helps you unlock high quality audience data across CTV Environments

CTV Is Where Audiences (and Budgets) Are Moving

Connected TV (CTV) has become one of the fastest growing advertising channels as viewers continue shifting from linear TV to streaming. Advertisers are following suit, investing more in CTV to reach audiences in premium, high attention environments where sight, sound, and motion drive impact.

But as CTV grows, so does complexity. Fragmentation across platforms and publisher only targeting can make it difficult to reach the right audiences consistently.

Connected TV Ad Spending US, 2025-2029



According to eMarketer, U.S. CTV advertising spend is projected to reach **\$52.53 billion** by 2029, reflecting sustained, double-digit growth as streaming continues to outpace linear TV

Note: digital advertising that appears on connected TV (CTV) devices; includes display ads that appear on home screen and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising

Source: EMARKETER Forecast, December 2025

How Consumer Engagement Is Changing

Today's consumers watch TV on their own terms—across streaming services, devices, and ad supported tiers. This shift creates new opportunities for brands to move beyond broad reach and deliver more relevant, data driven messaging in premium video environments.

The Shift from Linear to Streaming

- Viewers are increasingly spending time within streaming and CTV environments
- Ad-supported streaming tiers continue to accelerate adoption
- Consumer attention is now spread across platforms, apps, and devices

Why Audience Strategy Matters in CTV

- Publisher-only targeting limits scale and consistency
- Fragmentation makes it difficult to maintain audience continuity
- Audience quality varies dramatically across placements



CTV isn't just about exposure anymore. It's about reaching audiences with **precision, relevance, and consistency across screens.**

Where Eyeota Helps

Eyeota brings the power of **high quality, privacy compliant audience data** into the CTV ecosystem.

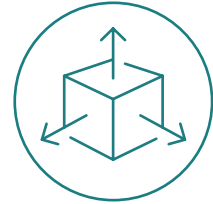
With Eyeota, advertisers can:



Reach high value audiences—not just available inventory

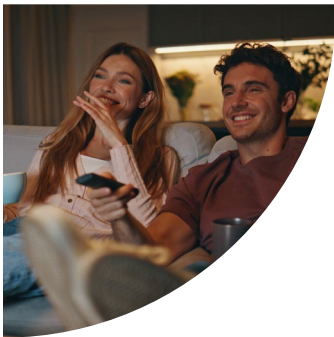


Apply consistent audience strategies across digital and CTV



Activate data at scale in premium streaming environments

By combining trusted audience data with access to premium platforms and publishers, Eyeota helps brands unlock smarter, more effective CTV campaigns.



Reach High-Value Audiences, Not Just Available Inventory

Audience quality drives outcomes.

- Prioritize relevance over volume
- Align audiences with content consumers actually watch
- Improve performance without compromising brand safety

Apply Consistent Audience Strategies Across Channels

Ensure your CTV strategy works in tandem with your broader digital efforts.

- Use the same audience definitions across CTV, display, and video
- Reinforce messaging across multiple touchpoints
- Improve frequency management and media efficiency

Activate Data at Scale in Premium CTV

Reach defined audiences across ad-supported streaming and CTV environments using audience data built for scale and consistency.

- Activate audiences across leading CTV and programmatic platforms
- Maintain consistent audience reach across fragmented supply
- Extend precision beyond publisher-level targeting

Reach High-Value Audiences Across CTV



The Sports Superfan

Who They Are: Adults 18-35 with a strong affinity for live sports and major global sporting events.

Audience Signals:

- Interest in major tournaments (e.g. World Cup, Olympics)
- Sports media consumption
- Merchandise, apparel, and sports travel behaviors

CTV Context:

- Live and on-demand sports programming
- Premium broadcast and cable network streaming apps

Use Cases:

- Brand awareness for major moments
- Sponsorship-style messaging at scale
- Launch campaigns tied to tentpole events



The Home Chef

Who They Are: Adults who regularly consume cooking, food, and lifestyle content and spend time in the kitchen.

Audience Signals:

- Interest in cooking shows, recipes, and food creators
- Grocery, meal kit, cookware, and appliance behaviors
- Entertaining at home and hosting occasions

CTV Context:

- Food and cooking networks on streaming
- Lifestyle and home FAST channels
- On-demand series focused on cooking and culture

Use Cases:

- CPG, grocery, and beverage brands
- Kitchenware and home appliance marketers
- Retail and seasonal food promotions



The Reality TV Lover

Who They Are: Highly engaged viewers who consistently watch reality, competition, and unscripted TV.

Audience Signals:

- Loyalty to specific franchises and series
- Social and cultural content engagement
- Fashion, beauty, and lifestyle affinities

CTV Context:

- Reality and entertainment-focused streaming apps
- FAST channels running episodic and rerun content
- High repeat viewing and binge behavior

Use Cases:

- Beauty and fashion brands
- Subscription services and mobile apps
- Brands seeking high engagement and frequency

Eyeota enables advertisers to activate audiences like these across premium CTV environments using high-quality, privacy-compliant audience data.



Work with the Eyeota's Data Desk to tailor CTV audience strategies to your specific goals.

[Get an Audience Targeting Plan](#)

Access to Premium CTV Inventory

Eyeota audiences can be activated across leading streaming and CTV environments, including major broadcast and cable network streamers, AVOD and FAST platforms, and other premium long form content destinations.

This ensures brand safe reach alongside high quality content where viewers are most engaged.

CTV & Programmatic Platforms

Seamlessly distribute audiences through our network of industry's leading DSPs, SSPs, and data activation partners

 PubMatic

Magnite

OpenX

FREEWHEEL

 theTradeDesk

 xandr

 Display &
Video 360

/LiveRamp

Basis

 ZETA

nexxən

 StackAdapt

yahoo!

Premium Streaming Publishers

Through our network of leading programmatic platforms, reach high-value viewers across premium broadcasters, streaming services, and FAST publishers

 A&E

 altice

 AMC NETWORKS

 BBC

 Charter
Spectrum

 Clear Channel

 COMCAST

 COX
MEDIA

 DAZN

 Disney+

 FOX

 FRONTIER

 fubo

 UNIVISION

NBCUniversal

 NEWSY

 OPEN
.P.

philo

SAMSUNG Ads

 SINCLAIR
BROADCAST GROUP

 sling

 tubi

VIACOMCBS

 WARNER BROS.
DISCOVERY

CTV is growing. Consumer attention is shifting. Precision targeting is the differentiator.

Eyeota helps advertisers bring audience first thinking to Connected TV by combining quality data with premium publisher access to reach the right audiences at scale.

1

Set your campaign objectives and determine your target audience

Define the business goal and the audience signals that matter most to your brand.



2

Work with Eyeota to develop a custom audience plan

Collaborate with the Eyeota Data Desk to translate your objectives into a precise, scalable CTV audience strategy using high-quality data.



3

Activate across the platforms of your choice

Seamlessly deploy your audiences across leading CTV platforms and premium streaming environments.



4

Measure, optimize, and scale impact across CTV

Leverage consistent audience measurement to refine performance, optimize delivery, and extend reach across additional CTV and digital channels.



Get Started:

Contact the Eyeota Data Desk for a custom CTV audience strategy.



datadesk@dnb.com

