

T»VISION + DV | DoubleVerify

State of CTV

Q1 2024



Your Attention, Please!

New advancements in CTV measurement and a quickly growing market present advertisers with new opportunities to better engage viewers.

Welcome to the latest issue of TVision's State of CTV Advertising!

2024 is shaping up to be the most transformational year yet for CTV advertising and the industry's adoption of Attention for measuring the quality of inventory. The industry is moving quickly to incorporate Attention measurement into campaigns. Across the ecosystem platforms, DSPs, SSPs, brands and agencies are moving quickly to incorporate Attention metrics into their inventory optimization process in order to better value opportunities, maximize spending and effectively measure engagement.

DoubleVerify has been a leader in this process, and as such we are excited to partner with them on this special issue of the State of CTV. This report features TVision data on app engagement, show and movie performance and how viewer behavior is impacted by ad placements. This report also showcases data pulled from DV Authentic Attention.

Read on to learn:

- Which apps are capturing Attention best
- The shows and movies that engaged viewers in the first quarter of 2024, according to TVision's Power Score
- The impact of pod length and pod position on ad engagement
- How viewer Attention varies across app types, times of day, and more factors



Yan Liu
CEO of TVision

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Most Americans Tuned Into 3 or Fewer Apps

Q1 2024

In Q1 2024 most households, across all income demographics, tuned into three or fewer apps. And they did so on more than two devices. On average they viewed over nine programs per person. The number of apps accessed was fairly consistent across all income levels, although lower income households were significantly more likely to tap into ten or more apps than higher income households.

**Devices Used
Per Household**

2.5

**OTT Programs
Per Person**

9.4

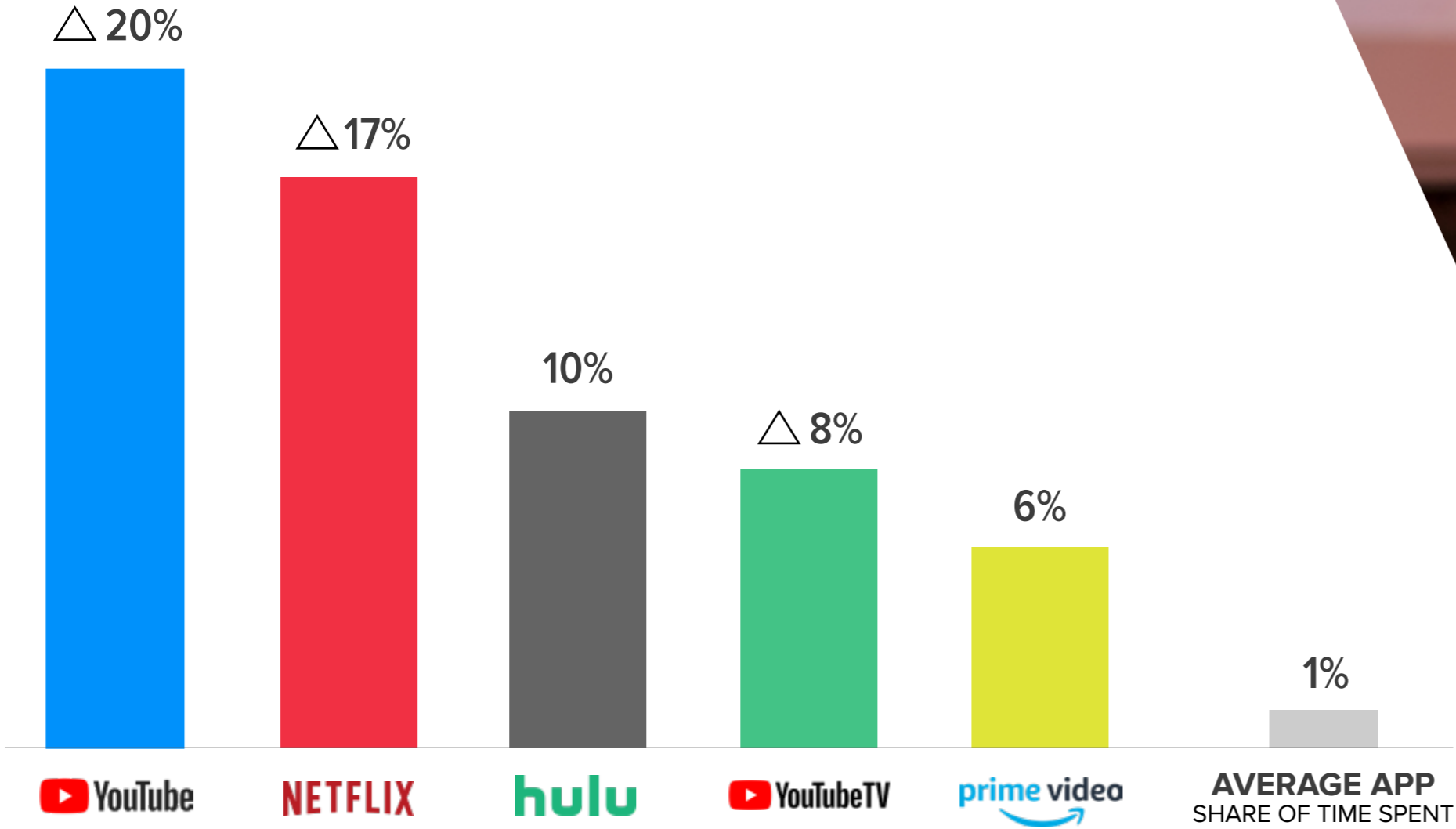
NUMBER OF APPS PER HOUSEHOLD BY INCOME Q1 2024

Number of Apps on the TV	> \$30,000	\$30,000 - \$59,999	\$60,000 - \$149,999	\$150,000+
1	31.4%	24.6%	29.4%	29.2%
2	21.4%	25.2%	22.0%	24.0%
3	13.2%	13.2%	14.7%	13.5%
4	7.7%	6.6%	8.8%	8.3%
5	5.0%	7.8%	8.2%	7.3%
6	5.0%	4.8%	5.9%	5.2%
7	4.6%	3.0%	3.4%	5.2%
8	3.6%	3.3%	3.6%	6.3%
9	3.2%	4.2%	1.3%	1.0%
10+	5.0%	7.2%	2.7%	0.0%

Ranked Share of Time Spent Viewing by App

Q1 2024

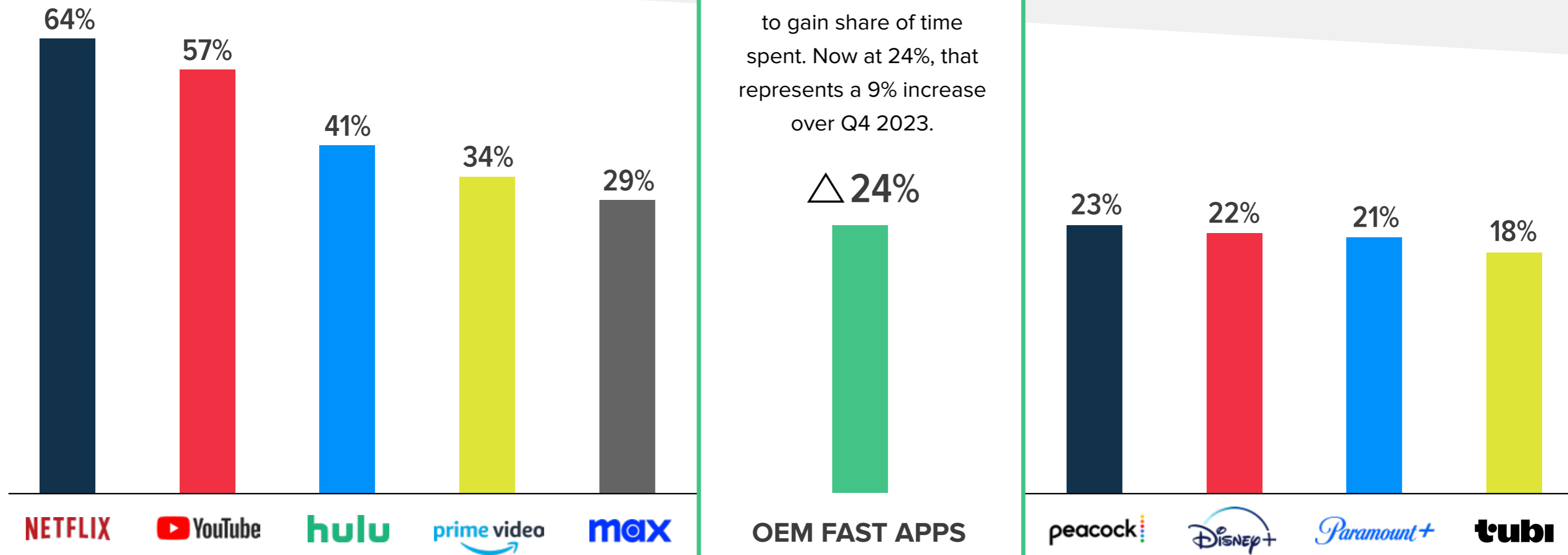
YouTube, Netflix and YouTubeTV all increased their share of time spent viewing in Q1 2024. YouTube TV's share grew to 8%, a 5% increase over Q4 2023.



The Apps on America's TVs

Household Reach by App

Q1 2024



The Top Shows & Movies in Q1 2024

On the TVision Power Score

These are the shows and movies that audiences engaged with best in Q1 2024. “Reacher” (Amazon), “Griselda” (Netflix) and “Mr. & Mrs. Smith” (Amazon) and movies like “Road House” (Amazon), “Lift” (Netflix) and “Wonka” (Max) reached large audiences and kept their Attention. Scores are powered by TVision’s industry-leading CTV panel. The analysis includes how viewers are engaging with content over hundred of apps and thousands of programs.

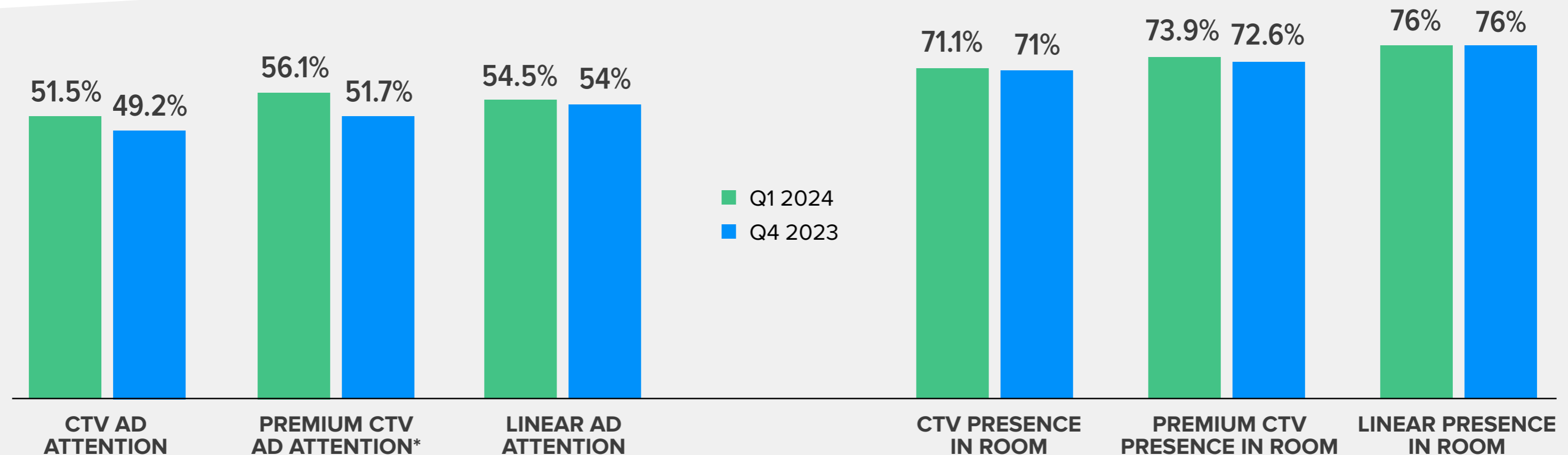
The TVision Power Score factors in four key metrics: the amount of time viewers pay Attention to the program, the amount of program time available for the season, the program’s reach, as well as the application’s reach. This combination of metrics was chosen to enable a neutral look at the quality of programming and its unique, inherent ability to draw in viewers — regardless of the scale of the platform, or the program’s release schedule.



CTV Ad Attention Improves *in the First Quarter of 2024*

CTV Ad Attention and Presence in Room continue to lag behind linear Ad Attention and presence. This is likely due to a large volume of advertising on the hundreds of smaller and niche apps. However, quarter-over-quarter CTV Ad Attention increased from 49.2% in Q4 2023 to 51.5% in Q4 2024, this may be due to the large volume of CTV advertising spend on premium apps — defined as apps with both ad-supported and subscription-only tiers.

The story is different when we consider only premium CTV ad inventory. The average for premium apps outperforms linear advertising norms for ad Attention.



* Premium CTV Apps include those apps that offer an ad-supported and ad-free subscription model.

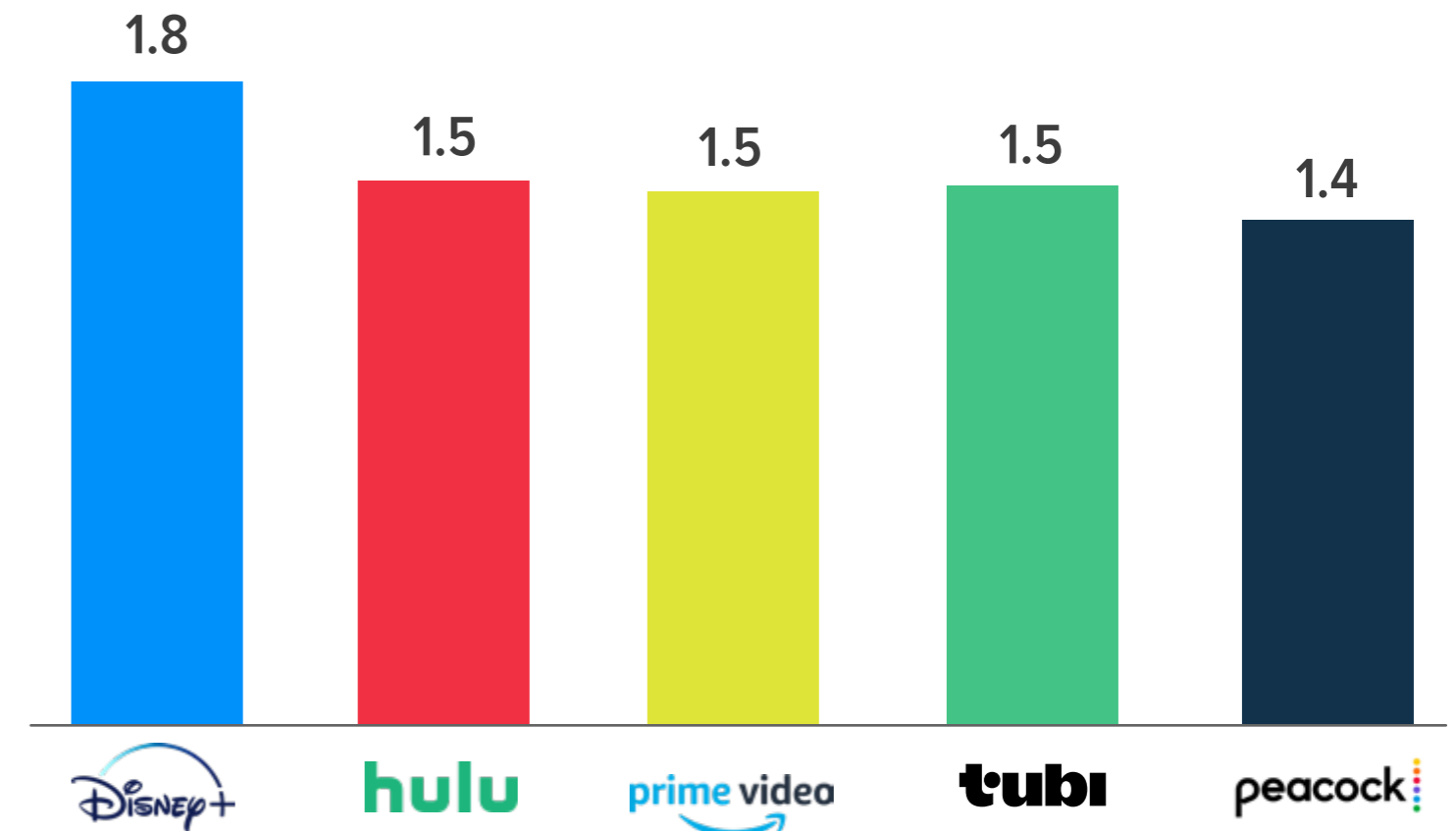
Co-Viewing: *How Many People are in the Room*

Unlike digital, watching TV on the big screen in the living room is an experience often shared among multiple household members. With person-level viewing data both media buyers and sellers can better understand the true reach of CTV applications and programming. When the VPVH (viewers per viewing household) of an app significantly outpaces the industry average, it is worth noting the extra value in each impression.

Co-Viewing by App

A high VPVH leads to more impressions, but it also can lead to better audience engagement. Our studies show that co-viewing audiences are more likely to pay Attention to what is on TV than solo viewers. For this list we compared VPVH for apps with at least 1% share of time spent viewing in Q1 2024.

VIEWERS PER VIEWING HOUSEHOLD



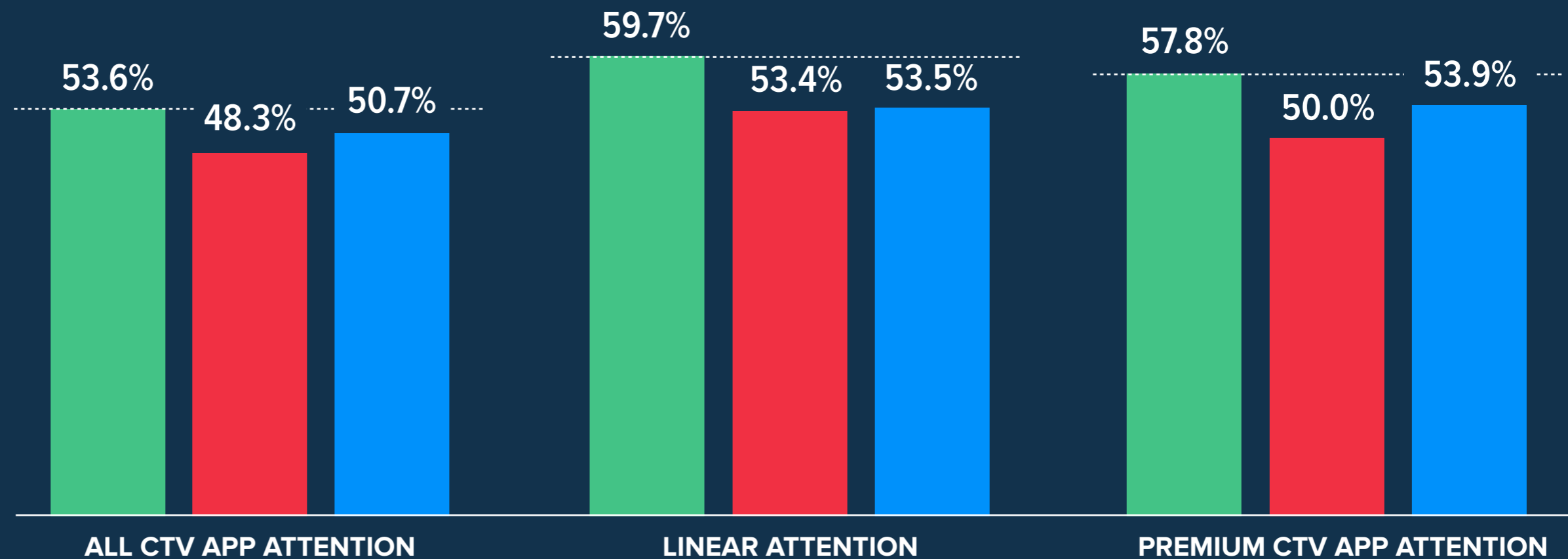
Attention Varies by Ad Pod Position

The First Ad in the Pod Performs Best Across Both Linear & CTV

However on CTV, the last ad in the pod experiences a more significant increase in Attention over the middle ad.

AVERAGE ATTENTION BY
POD POSITION Q1 2024

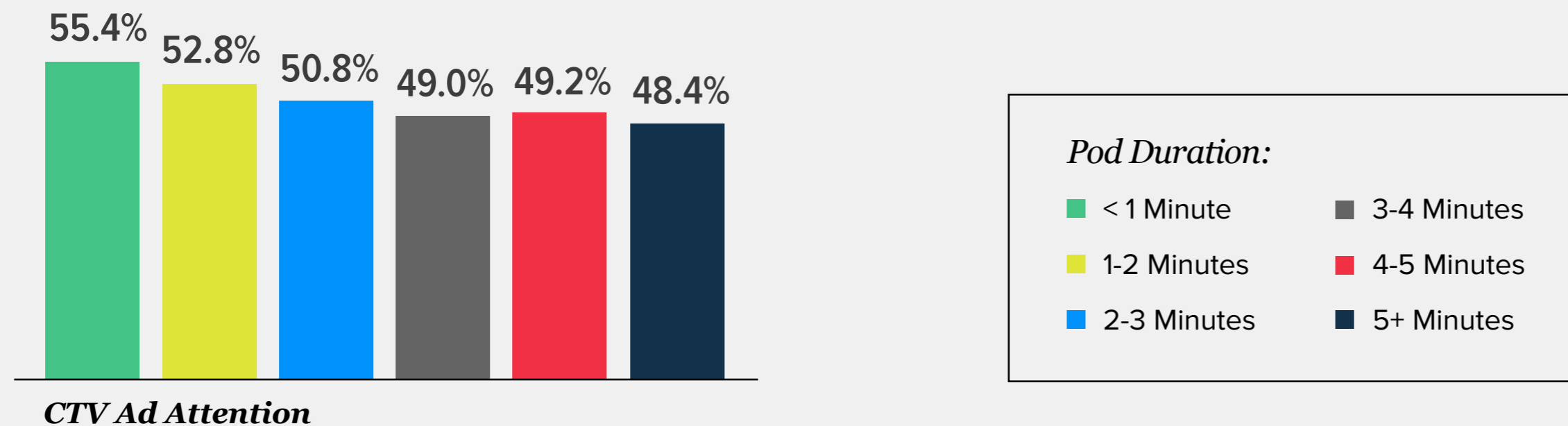
- FIRST IN-POD
- MID-POD
- LAST-IN-POD



Pod Duration Impacts Attention

The Shorter the Ad Break, the Higher the Attention

Shorter ad breaks on CTV improve ad Attention for all ads in the pod. Once ad pods exceed 2 minutes, it begins to deliver lower than average CTV Attention. As mentioned earlier in the report the average CTV ad secures 51.5% Attention.

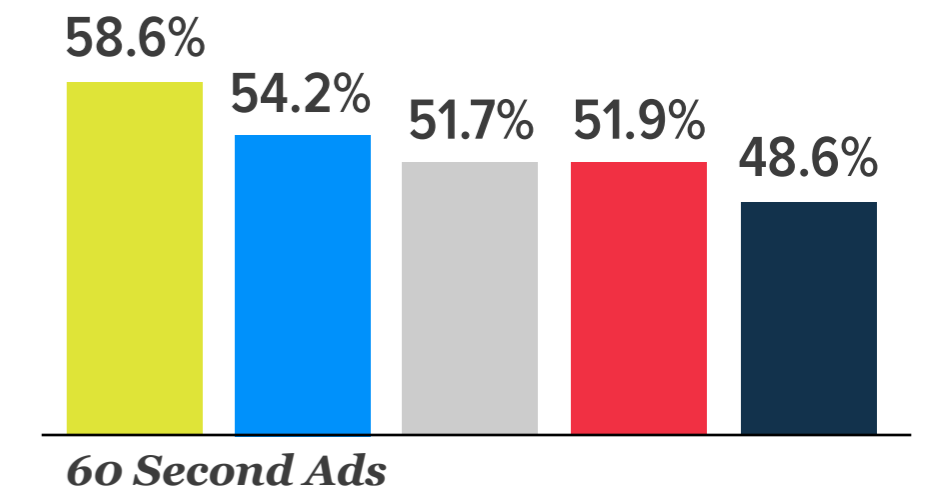
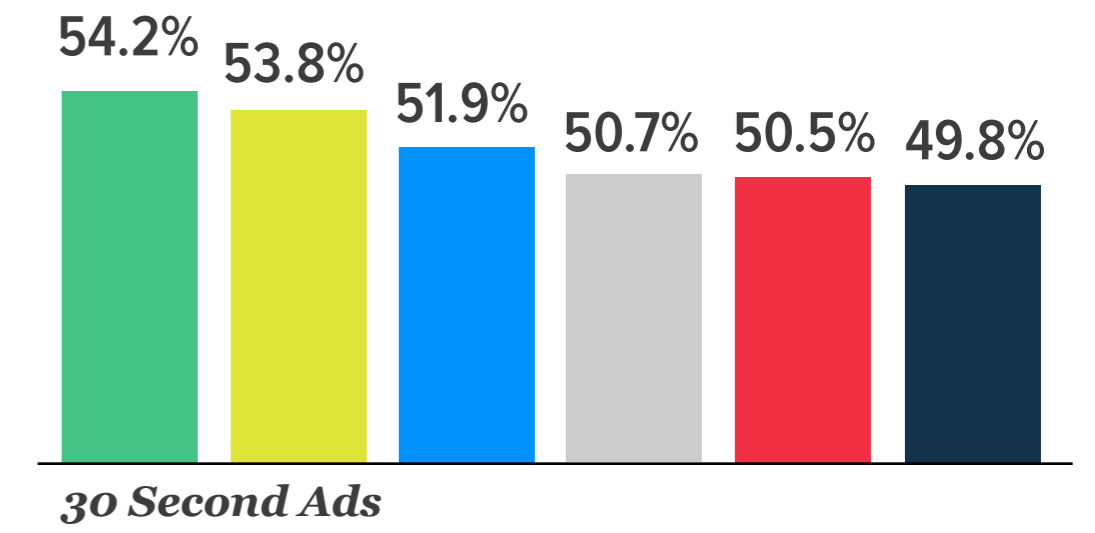
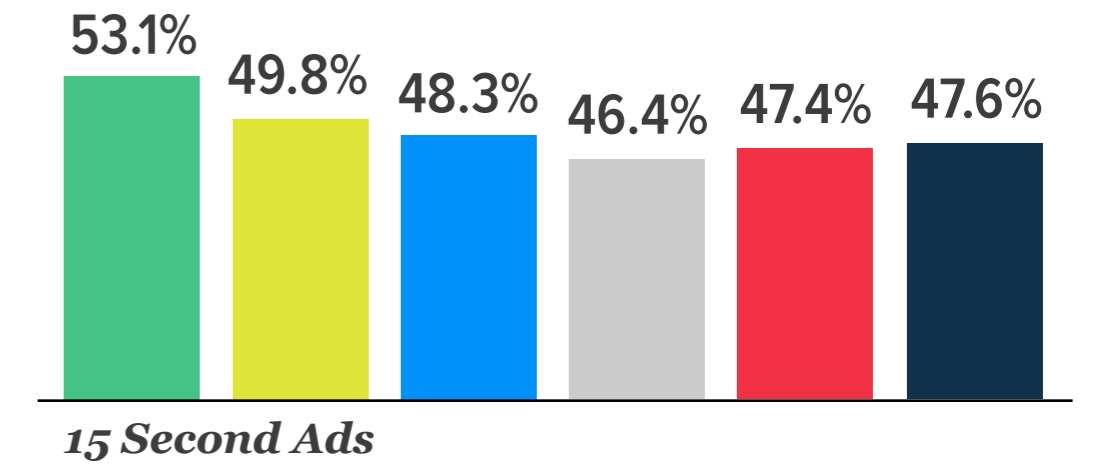
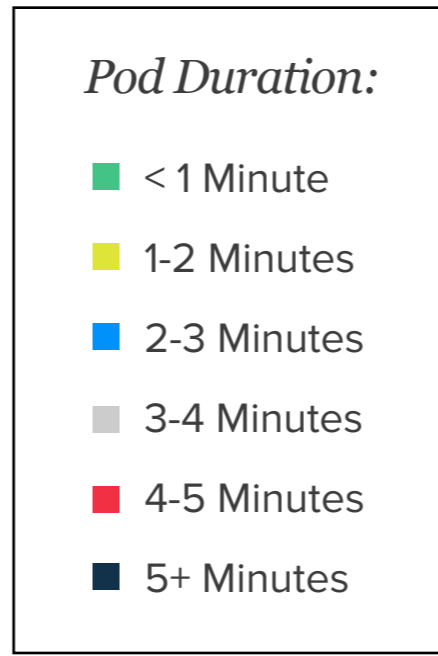


Pod Duration Impacts Attention

Shorter Pods Deliver Higher Attention

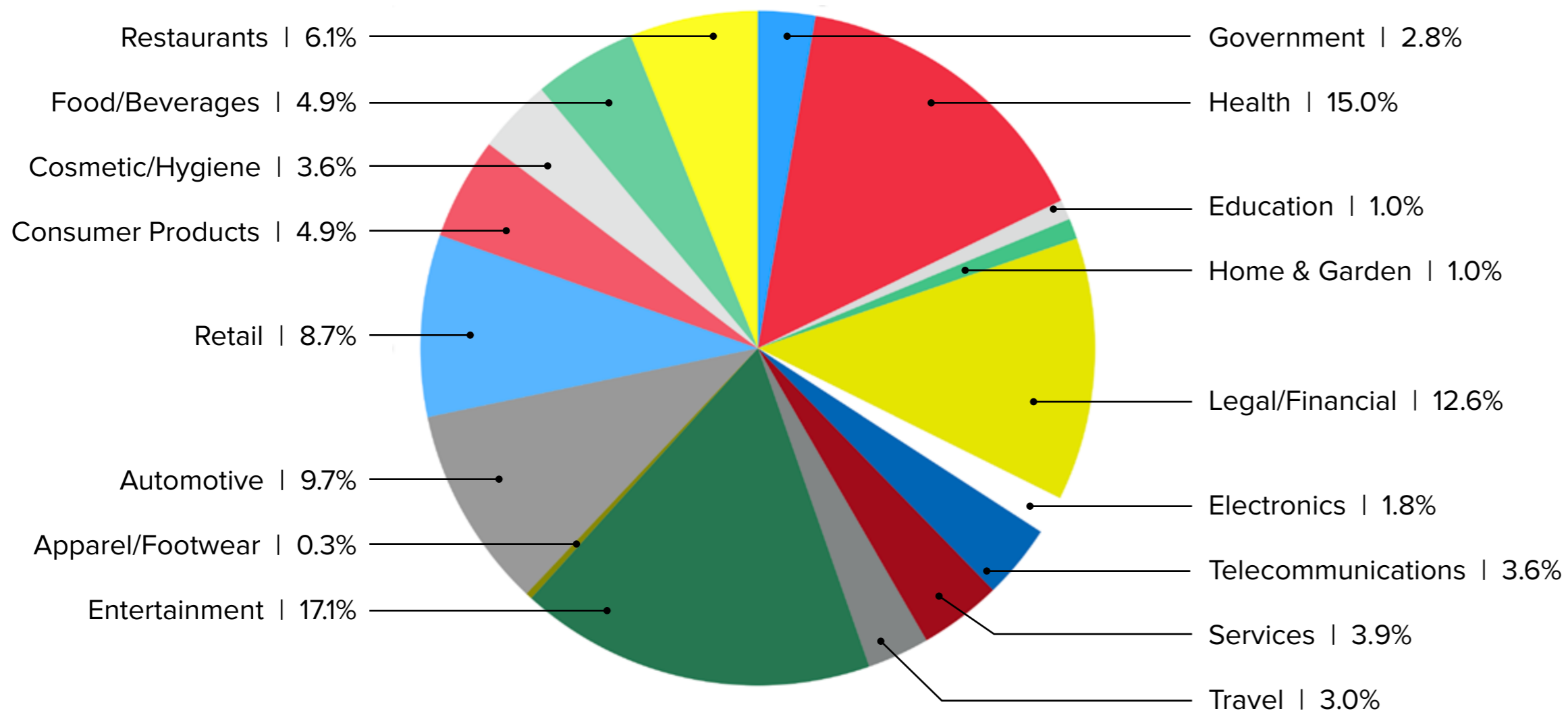
On CTV, shorter ad breaks (60 seconds or less) secure the highest levels of Attention regardless of the length of the ad. Meanwhile, ad breaks that last more than five minutes in general see lower levels of Attention for each ad length. 60-Second ads generally receive a higher percent of Attention – but keep in mind that the longer the ad is on the screen, the greater chance it has of reaching our benchmark (2 seconds of Attention) for being an attentive impression. Advertisers can also find strong Attention within 30 second ads in shorter pods (less than 2 minutes.)

CTV AD ATTENTION % BY POD DURATION Q1 2024







The Industries Investing in CTV

CTV ad volume continues to increase as marketers invest in CTV inventory. Like linear TV, advertising budgets on CTV are dependent on a number of factors, including seasonality, market economy, and the industry trends of specific advertising categories. Across the board there is more CTV advertising happening now than ever before. Industries with notable increases in advertising spending in Q1 2024 compared to the Q1 2023 include education, electronics and consumer products. It's no surprise that government and political ads saw the largest increase as we head into a presidential election.



NOTABLE CTV AD GROWTH

-  **Government/Organizations**
-  **Education**
-  **Electronics/Technology**
-  **Consumer Products**

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Attention Data in Action

CTV Engagement: Attention and Presence

DV and TVision have joined forces to provide the industry's most holistic CTV Attention measurement. DV Authentic Attention® for CTV is powered by DV's scalable, impression-level data and TVision's proprietary panel-based Attention signals—marrying census and panel data to drive value for advertisers. Access granular insight across key CTV dimensions including media partner, app, daypart and more to gain measurement transparency, optimize performance and improve media planning.

INDUSTRY FIRST PARTNERSHIP

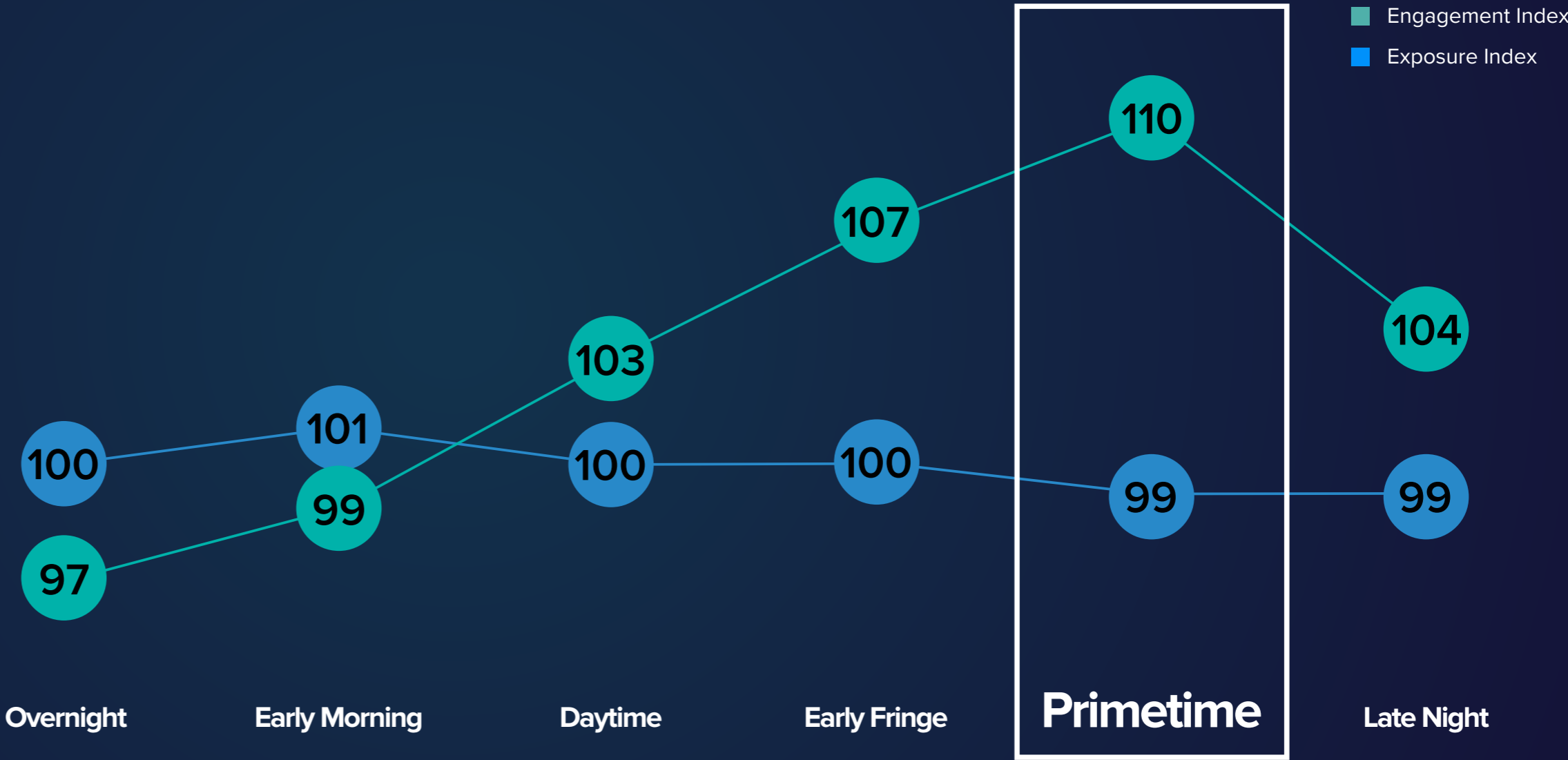


Exposure and Engagement are both key elements of user Attention. Exposure encompasses a CTV ad's delivery by measuring quartile completion and power awareness via DV's MRC-accredited Fully-On-Screen methodology. Engagement captures eyes on screen ad attentiveness via TVision data. Together, these components provide advertisers with a holistic view of CTV ad performance.

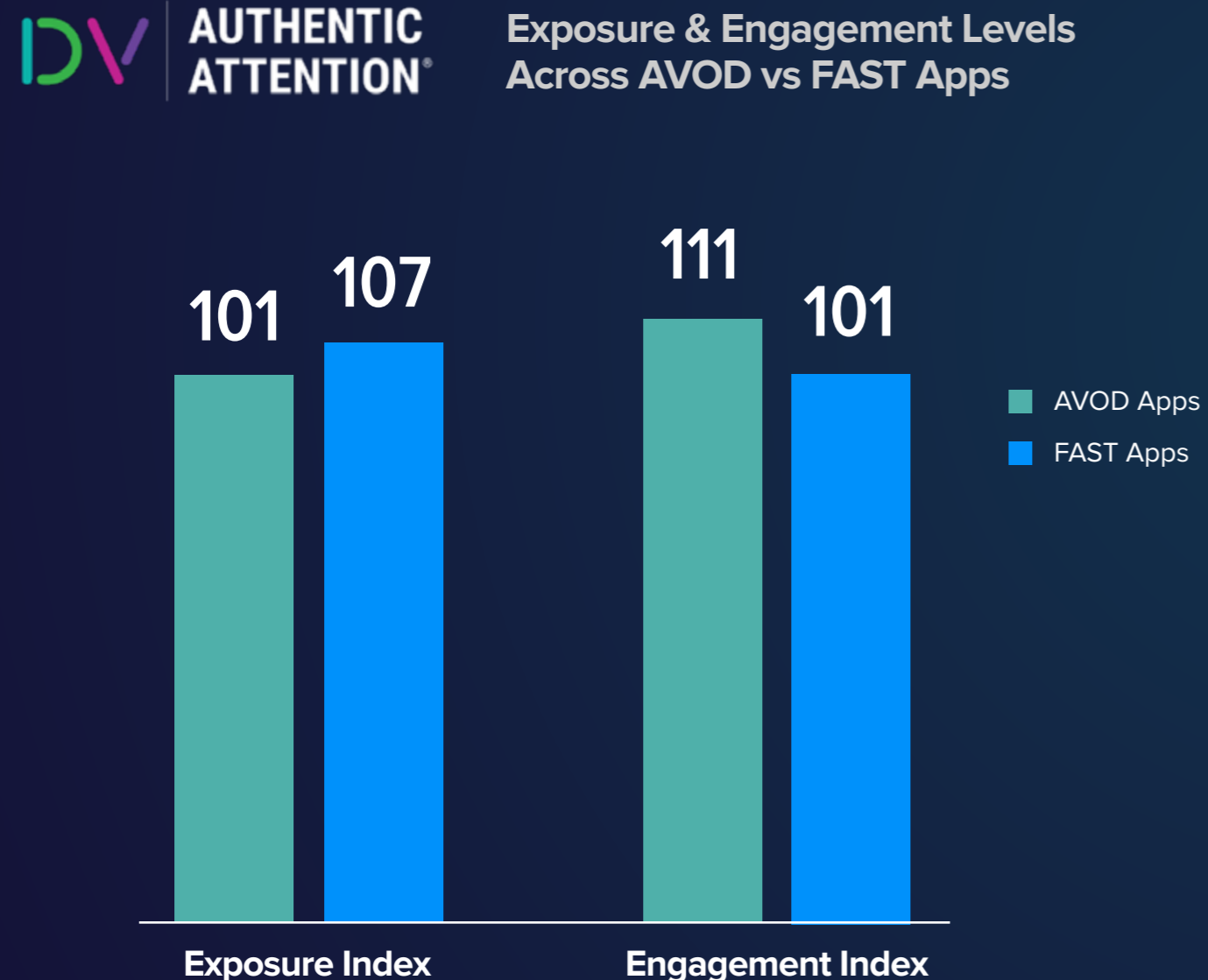
Ad Attentiveness Varies by Time of Day

VIEWERS ARE MOST ENGAGED WITH AD CONTENT AT PRIMETIME

Exposure remains consistent across dayparts, indicating that throughout the day ads are delivered fully on screen while the TV is powered on. Engagement steadily increases throughout the day - peaking at primetime. Viewers are most active and attentive during primetime, indicating this daypart is a strong performer.



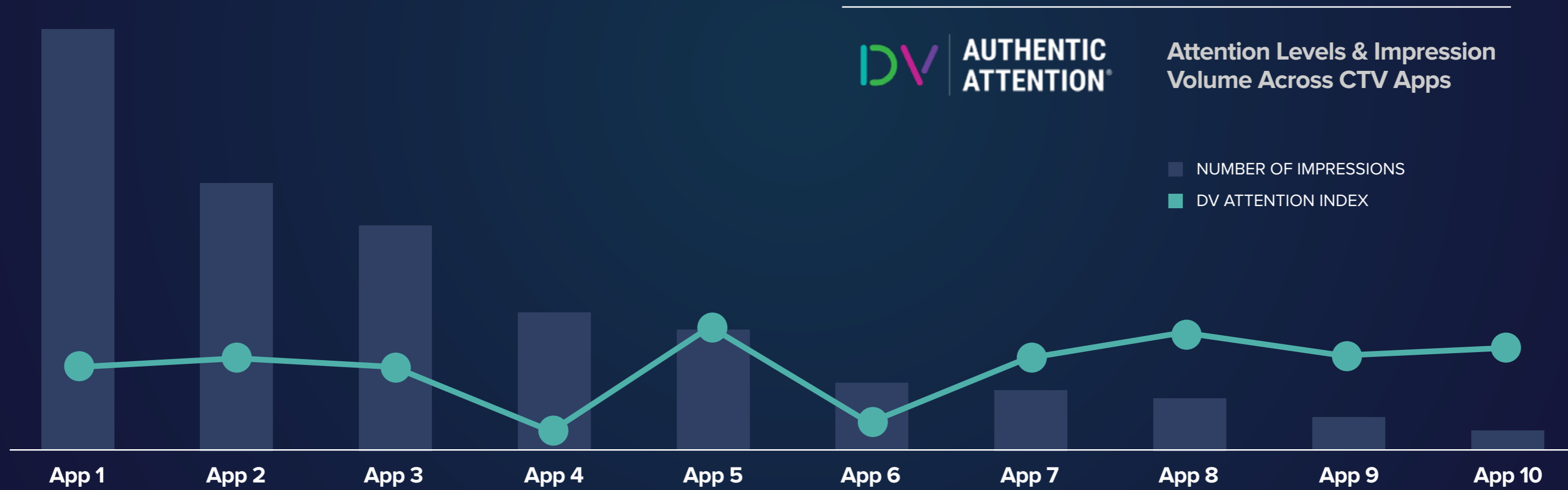
Both AVOD & FAST Apps Pose Opportunities for Advertisers



CTV buyers can uncover trends across AVOD - Advertising-based Video On Demand, and FAST - Free Ad-Supported Streaming TV Apps. Drilling deeper into exposure and engagement reveals strong opportunities on both app types. AVOD apps drive stronger engagement than FAST apps. AVOD apps tend to be priced at a premium, but this cost can be justified through driving high eyes-on-screen Attention. FAST apps are shown to consistently drive higher exposure than AVOD apps. This indicates that cost-conscious CTV buyers can still command reliable ad exposure through FAST apps. Beyond the type of app, it is also important for advertisers to consider other factors that influence performance, such as time of day, media property and more.

Consider Both Impression Volume & Attention Levels as Inputs into Your Media Strategy

Advertisers can drill down to the app level to understand the distribution of impression volume and Attention. This view can help CTV buyers ensure that top volume apps have high Attention levels — setting campaigns up for success.



About TVision

The Leader in TV Engagement Metrics

TVision measures what was once unmeasurable — how people really watch TV. Using cutting-edge computer vision technology, only TVision measures person-level, second-by-second TV engagement. Marketers and media seller's access TVision's TV performance metrics via its software-as-a-service platform. TVision's customers include some of the largest brands in the world, top media networks, and CTV applications. TVision's single-source panel enables measurement across both Linear TV and CTV, providing critical metrics such as Attention, Viewer Presence, Co-Viewing, and more.

Visit us at www.tvisioninsights.com

About DoubleVerify

DoubleVerify ("DV") (NYSE: DV) is the industry's leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By creating more effective, transparent ad transactions, we make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media.

Learn more at www.doubleverify.com

Methodology & Metrics

TVision measures Presence-In-Room and Attention for every second of programming and advertising on television. Every time a person walks into the room, our technology detects who the viewer is, where they are in the room, and what their eyes are looking at. We do all this without personally identifying individual users, and without transmitting any images or videos. TVision's data is collected from an opt-in panel of 5,000 homes across the United States and weighted to represent the country. Linear and CTV ad impressions data in this report is from January 1 – March 31, 2024, unless otherwise indicated.

Attention to Visible Index

Measures the average amount of seconds that viewers engage with an ad or program

DV Attention Index for CTV

A combination of DV's MRC-Accredited CTV Viewability measurement and TVision's eyes on screen Attention measurement, with impression-level granularity.

Attention (%)

Measures the percentage of ad impressions where a viewer was watching the TV screen for two or more seconds

Co-Viewing Rate (%)

Measures the proportion of episode or app views that occur with another viewer present for 5 or more minutes

Share of Time Spent

Compares the amount of time spent viewing the app or program



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