

Peer39: Contextual Connected TV (CTV)

Planning, targeting and suitability tool sets for new levels of accuracy, scale, and segmentation

Connected TV (CTV) is the fastest-growing advertising channel and shows no signs of tapering off anytime soon with 34% growth in CTV ad spend in 2022. Growth largely driven by accelerated CTV adoption—more than 80% of American households have a connected [TV device](#). For advertisers CTV a great channel for top- and mid-funnel content.

Despite better pricing and easier optimization, buying OTT inventory on CTV devices can be messy, complicated, and opaque. It's hard to know where and how to buy placements. It can be unclear if you need a Deal ID. And it can be ambiguous if you're getting low-quality environments. Building and maintaining relationships with individual publishers make it complex to try and buy for a particular show or even network.

In a landscape with hundreds of OTT providers, thousands of CTV apps, and content owners, aggregators, and CTV devices, there are unique opportunities for advertisers, if you know how to take advantage of all that OTT and CTV have to offer.

While many CTV-targeting solutions are manual, Peer39's CTV categories provide advertisers with clear options for buying OTT inventory on CTV devices. Planning tools available in the Peer39 platform give advertisers more control and visibility into what CTV content is suitable for buys.

CTV advertisers can identify how many OTT requests are available overall, across each OTT service or device, on a particular network or cable channel, and target inventory by content category, while avoiding unsuitable content.

With Peer39 CTV-specific brand safety and suitability categories advertisers can ensure their ads appear alongside appropriate and relevant content, while avoiding unsafe, unknown or unverified channels.


Benefits

- **Safety & suitability built for CTV:** Easily avoid unsafe, unknown or unverified channels.
- **Reduced complexity:** Buy OTT-CTV directly through a DSP regardless of the Deal ID.
- **Confidence:** Know how you're targeting with OTT-CTV impressions.
- **High quality placements:** Avoid non-OTT content in CTV environments such as mobile apps or low-quality content.
- **Efficient:** Reduced friction to increase execution speed.
- **Expanded reach:** Go beyond linear TV strategies and identifying new content available in CTV.
- **Precision in targeting:** Peer39's automated system that extracts meaning from new apps and channels, assuring precise targeting.

Connected TV

Taxonomy

The combination of Peer39 classification technologies (semantic, mobile, etc.) empowers advertisers to find audiences in programmatic CTV-OTT beyond traditional TV channels and content.

Peer39 Verified	: App store	: Device/Platform	: OTT service	: Content type	: Production Type	: Content category
 <p>safety</p> <p>Peer39 Verified:</p> <ul style="list-style-type: none"> Content Categories Valid Channels <p>Safe from:</p> <ul style="list-style-type: none"> Anime Blind inventory Kids content News Sensitive content Unprofessional content 	<ul style="list-style-type: none"> Apple Google Play Roku Amazon Microsoft Samsung LG Sony Playstation Vizio VEWD Xfinity <p>: Revenue type</p> <ul style="list-style-type: none"> AVOD SVOD TVOD 	<ul style="list-style-type: none"> Laptop/Desktop Smartphone Tablet <p>: CTV :</p> <ul style="list-style-type: none"> TiVO AirTV AppleTV Amazon Fire TV Chromecast Roku SamsungTV Xbox PlayStation 	<ul style="list-style-type: none"> FuboTV Hulu IPTV Philo Plex PlutoTV Popcorn Redbox Sling Tivo Tubi TV TV Everywhere Xumo 	<ul style="list-style-type: none"> Cable/TV Channel: Discovery HGTV FoodTV Disney Comedy Central Hallmark Channel MTV Cheddar HBO RealVision ESTV <p>: Clips/Video sharing :</p> <ul style="list-style-type: none"> Movies 	<ul style="list-style-type: none"> Professional Prosumer User Generated/Contributed Mixed <p>: Broadcast Type</p> <ul style="list-style-type: none"> VOD Linear (live) TV Unknown 	<ul style="list-style-type: none"> Adult Automotive Cartoon DIY Documentar Entertainment Celebrities & gossip eSports & gaming Game shows Movies Music Reality Series Talk Shows Family & kids Fashion <ul style="list-style-type: none"> Finance Food & Beverage Health History Home & Garden Legal Lifestyle Nature Pets Recreation Outdoor Sci FI Sports Poker Travel Weather

Privacy-compliant data sets: All Peer39 data-sets are privacy-regulation compliant (such as HIPPA, GDPR and CCPA.)

Available in all buying platforms.

Do more with CTV:

Contextual Data Marketplace

Combine our partners' innovative and expanded set of pre-bid, cookie-free contextual data with CTV buys.

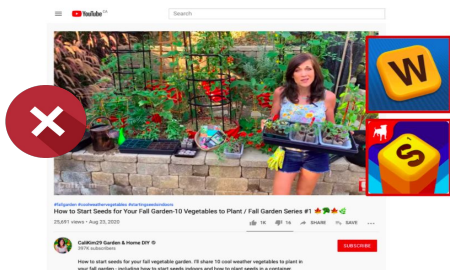
Safety & Suitability

Keep your brand safe across CTV.

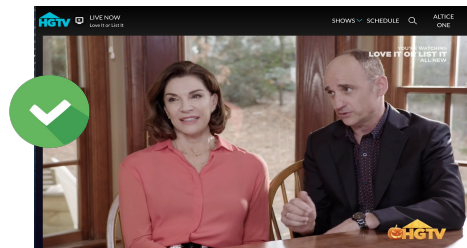
Log into the [Peer39 platform, OTT-CTV Planner](#) to see the full list of categories available in our DSP of choice.

Suitability Use Case Example

Avoid : User Generated or Mobile Apps



Target : Home & Garden or only OTT content on CTV devices



For more information on how to get started:
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