

Compare and Contrast OTT vs. CTV

OTT and CTV are closely related to each other, but also have significant differences. In this one-sheet, we will discuss how the two work together and complement each other.

WHAT IS OTT?

"Over-the-top" (OTT) content is content delivered over the Internet, instead of via more "traditional" mediums (such as cable TV). OTT typically refers to the **platform** on which the content is viewed. OTT platforms encompass streaming services, websites, apps and other entities.



OTT PLATFORMS INCLUDE:

- Hulu
- Roku
- YouTube
- Amazon
- Disney+
- Google Play Store
- Etc.



WHAT IS CTV?

CTV stands for "connected TV." It refers to any **device** with an Internet connection on which OTT content can be viewed. The term "CTV" may encompass Smart TVs, smartphones, tablets, and other products.



CTV PLATFORMS INCLUDE:

- Smart TV
- Apple TV
- Roku Stick
- Amazon Fire Stick
- Gaming consoles like Xbox and PlayStation
- iPads & iPhones
- Android tablets & Phones
- Etc.



BENEFITS OF USING OTT & CTV TOGETHER

GREAT TARGETING CAPABILITIES:

Advertisers that use OTT and CTV together can target high-intent prospects with specific ads. For instance, a consumer that researches a product over the Internet earlier in the day may see an ad for that product on a streamed show in the evening.



EASY TO MEASURE RESULTS:

The tracking capabilities associated with OTT and CTV enable advertisers to easily measure key metrics, such as demographic reach, the total number of impressions, click-through rate (for clickable ads), and so forth.



AN EVER-GROWING AUDIENCE BASE:

The OTT consumer base continues to expand around the world. For example, in January 2020 there were approximately 164 OTT subscriptions per 100 households in the United States, 132 subscriptions per 100 households in Canada, and 68 subscriptions per 100 households in China.



THE ABILITY TO REACH "CORD CUTTERS":

One study estimates that between 2019 and 2023, the number of American households that subscribe to pay-TV (such as cable) will drop from 86.5 million to 72.7 million. A combined OTT/CTV strategy helps advertisers reach both "cord cutters" (those who have quit cable TV) and "cord nevers" (those who have never had a cable subscription).



As people spend more time at home and increase their viewing time, it's important to know the best ways to reach and target those who can benefit from your message. With OTT and CTV, you can run high-quality commercials with a targeted approach. Consider connecting with an experienced media partner to see how you can get your message in front of those who will benefit the most.