

# THREE CAUSES OF CONVERGENCE

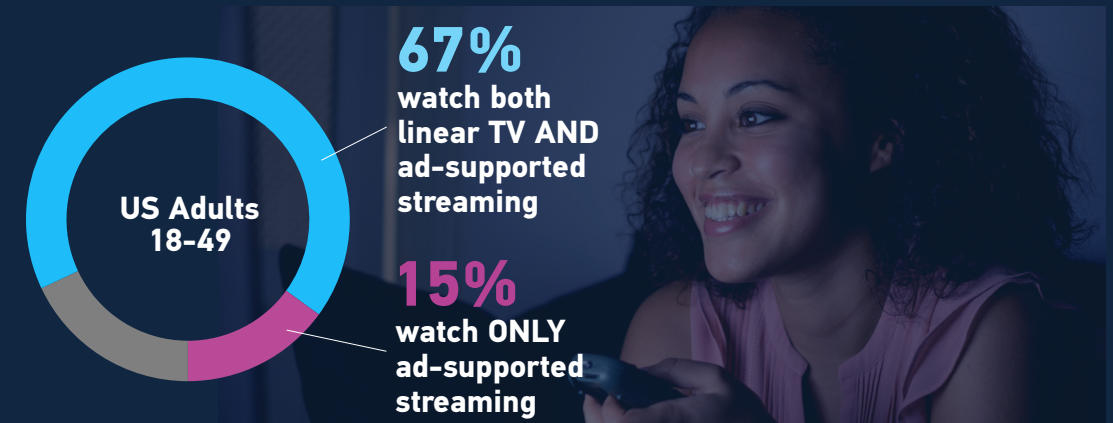
## Better Together – Linear Addressable and CTV

When it comes to TV advertising today, it helps to be delivery agnostic. For viewers, TV is TV, no matter how they receive it, and advertisers are catching on. Last year, nearly **3-in-5 CTV buyers reported buying linear addressable from MVPD/vMVPD distributors like DIRECTV**. 82% of those will spend the same or more on linear addressable this year. Advertisers realize they can maximize reach and drive efficiency by buying addressable across both linear and CTV. Neither channel is sufficient on its own.

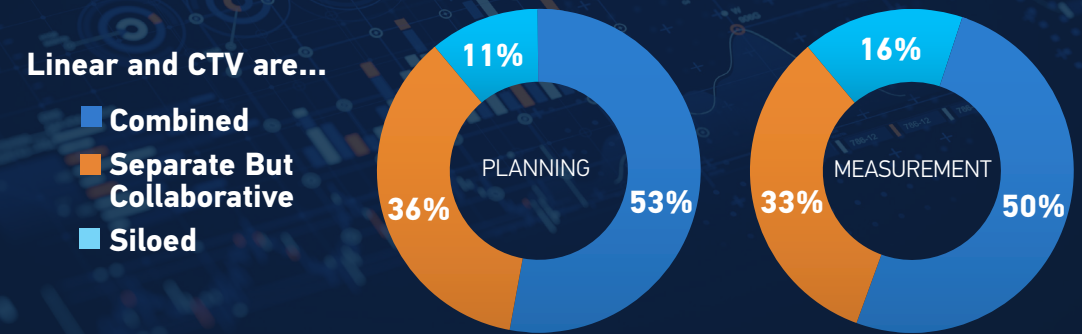
There are three leading reasons why CTV advertisers are leaning into linear addressable:



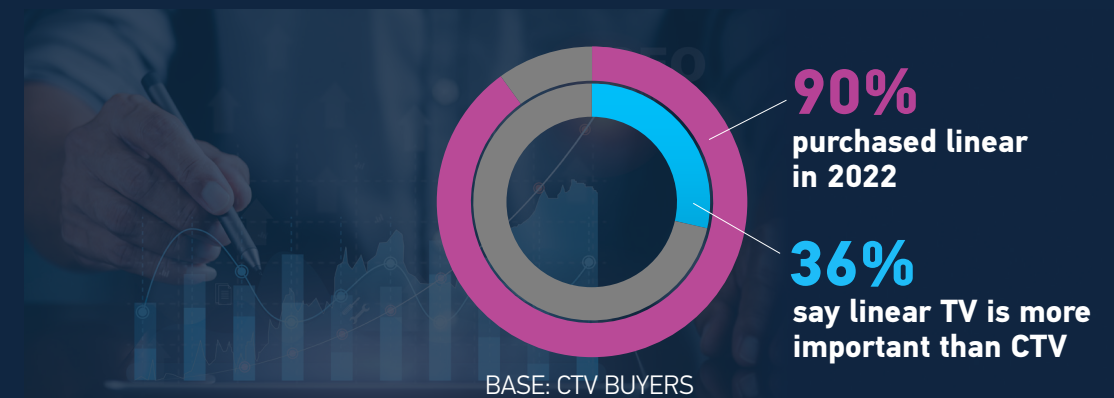
**1 Audiences Exist Across Linear and CTV**  
2-in-3 US adults are regularly tuning into broadcast, cable, and ad-supported streaming<sup>1</sup> – giving rise to the new trend of cord stacking. And what we might consider traditional TV – live, scheduled programming – is far from dead. The ARF reports that when you include vMVPDs like Sling TV and Hulu+ Live, the pay-TV universe accounts for 67% of all TV accessible households in the US.



**2 Organizational Structures Support Linear + CTV Strategies**  
Advertisers want the ability to reach the right audiences and measure against them, so they are setting themselves up for success. Today, just 11% report that their linear planning and CTV planning are entirely separate from one another. On the back end, even though some advertisers cite shortcomings with cross-media measurement solutions, most teams are at least collaborating on campaign reporting across both CTV and linear.



**3 Linear Is Still Considered Important to Achieving Goals**  
Despite reported enthusiasm for new ad solutions from buzzed-about streaming services, over a third of CTV buyers say that linear TV is still more important to achieving their advertising goals, and 9-in-10 purchased linear last year. CTV advertisers say upper-funnel KPIs accounted for just under half of their campaigns that ran in 2022. While linear has long been regarded as a reach and awareness play, adding addressable can help extend reach and optimize frequency.



Source: "Addressable Enters the Mainstream" DIRECTV Advertising via Advertiser Perceptions, Q3-22 survey of 350 US advertisers (CTV buyers = 318) January 2023.  
<sup>1</sup>Nielsen Streaming Meter NPower R&F Duplication Report, C3 Data, 4Q22, Total Day, Persons 18-49, Schedule 1: Ad Supported Streaming Services, excluding SVOD; Schedule 2: Broadcast OR Ad Supported Cable TV.  
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