

# Connected TV

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[www.alphakonnnect.com](http://www.alphakonnnect.com)

This ALPHA KONNECT report is an overview of the current connected TV landscape in Canada. The report uses Canadian and North American data such as user reach in Canada, household penetration, and demographic data to help marketers and agencies better understand the impact of connected TV advertising.

This report also serves as a guide that breaks down what Connected TV is, how connected TV advertising works, best practices when running a campaign, how to properly measure campaigns, and it also provides insight on the modern marketing mix that many advertisers are embracing with Connected TV advertising.



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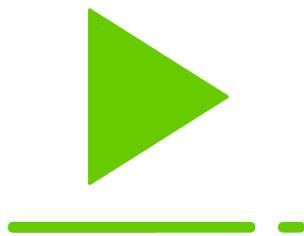
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## The Connected TV Breakdown

Connected TV advertising is a new form of digital advertising that brands are using to connect with audiences at home. This form of advertising uses different forms of audience data which enables video ads to be served at the right time to the right audience and using the right frequency amount.

### Connected TV

Connected TV refers to a television that is connected to the internet and is capable of streaming content. A Connected TV can connect through its built in operating system or through a dongle or connected device such as Google Chromecast, Amazon Firestick, Apple TV, and even game consoles like PlayStation, XBOX, and Nintendo.



### Linear TV

Linear TV also known as traditional TV is the traditional format that viewers consume media. This format depends on scheduled TV programming that can be recorded for later viewing using personal video recorders (PVR). Traditional TV broadcasts the same advertisement to all viewers watching the same program on the same network at the same time.

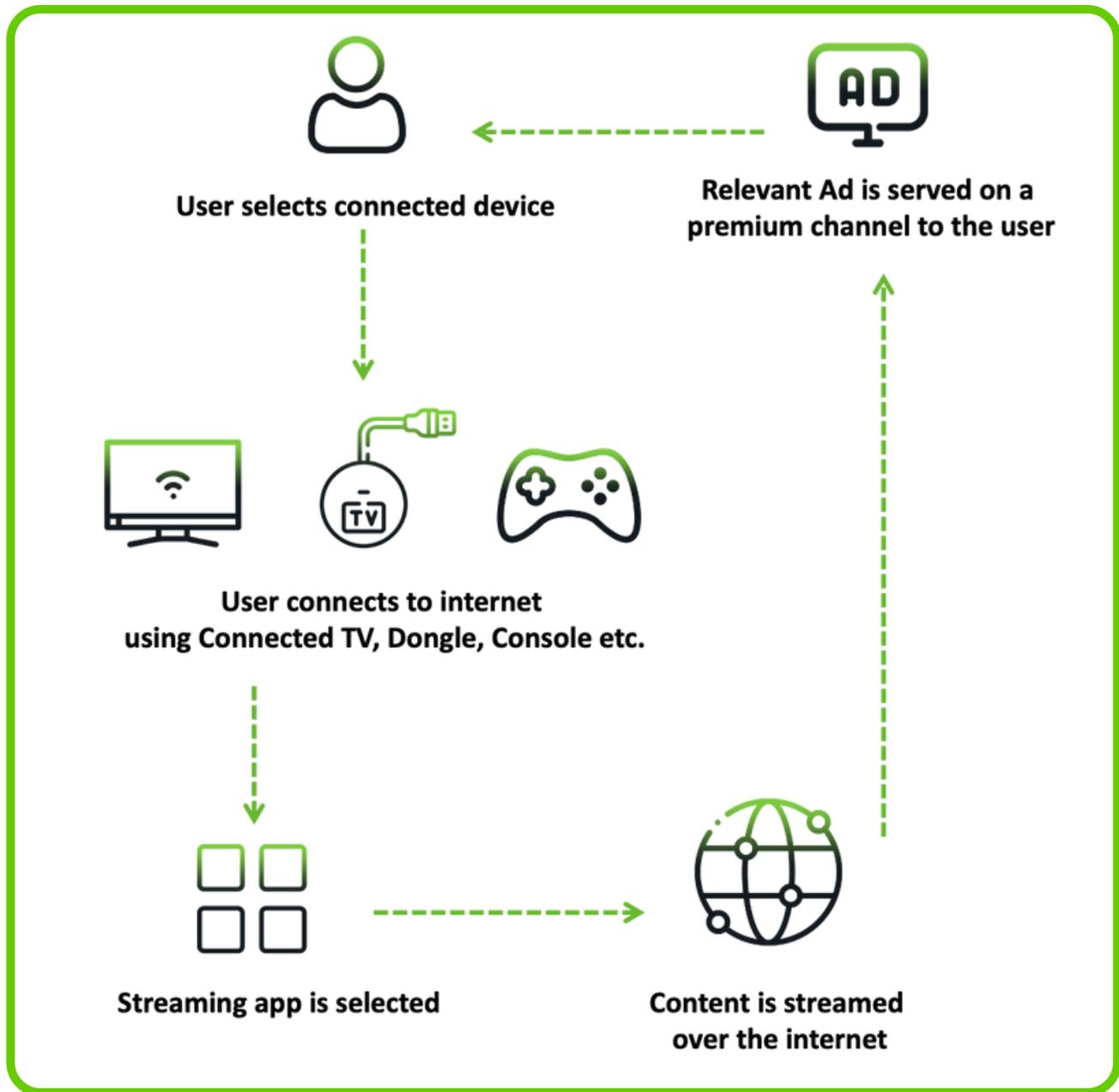
### Over-the-top (OTT)

OTT refers to content that users can access over the internet for free or through a subscription service that is supported by advertisements. This type of content can also be accessed by the viewer using video on-demand (VOD) formats on a Connected TV. It can also be accessed on apps using tablets and smartphones. Some examples of these OTT platforms include: TUBI, Crackle, CTV app, CBC app etc.



## How Connected TV (CTV) benefits brands advertising on CTV

CTV places your video advertisements on premium quality channels that Canadians are watching. It uses user data to target with accuracy, ensuring that advertisers are spending their ad money wisely. This targeted way of advertising on television offers brands the opportunity to connect with audiences in a contextual manner on the largest screen in the household.



# How Connected TV (CTV) benefits brands advertising on CTV

## Accurately Target Households

Target households and the individuals living in them who are in the market for your services and products using first- and third-party data



## Cross Channel Advertising

Make Connected TV advertising a part of your marketing mix by targeting audiences across multiple devices connected in the household



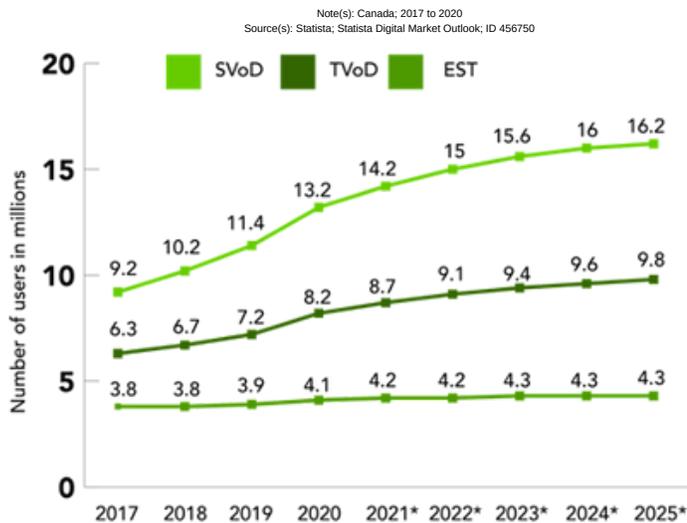
## Track ROI

Precision targeting requires third party attribution and advanced reporting. Connected TV enables brands to track CTV ad data such as site visits, lift in traffic, and even conversions



# The Canadian Connected TV market

Number of Digital Video Users  
In Canada From 2017 to 2025, by type (in millions)

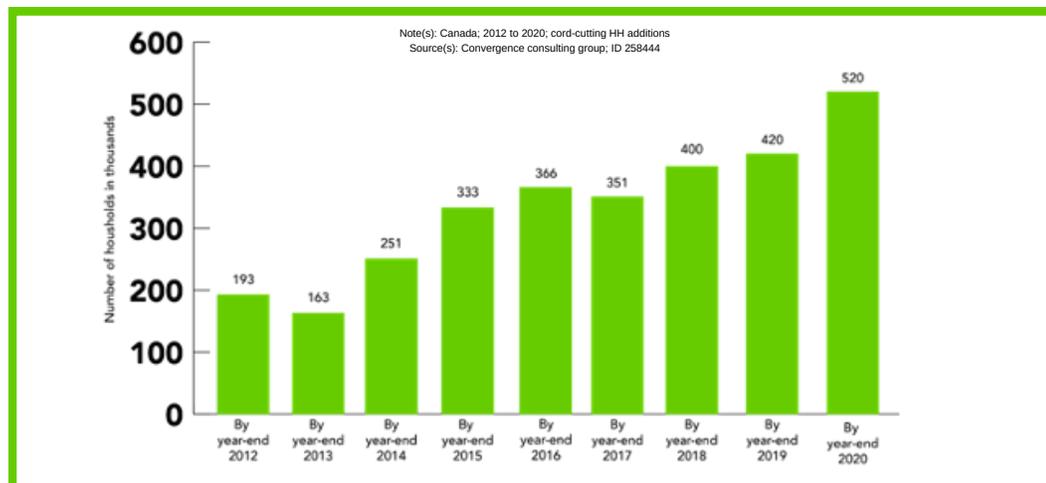


- Watching TV is a popular hobby in Canada
- Video streaming viewership accelerated by the pandemic
- 14 Million Canadians make up streaming viewership
- Video streaming growth: 16 million by 2025

Canadians love watching TV and this TV loving audience has grown over the past two years due to recent global events. Today, 14 Million users make up the streaming audience in Canada and this number is set to grow to 16 Million by 2026.

While Connected TV viewership in Canada grows, so does the number of households that cut their cable TV subscription. In 2020, 15% of Linear TV subscribers in Canada cut their subscriptions; in turn 14 million Canadians are now consuming content on a Connected TV.

Number of Households In Canada That Cut Their TV Subscription or Never Had One From 2012 to 2020 (in 1000's)



## Canadian Connected TV users

Television has always been a shared viewing experience, which is why Connected TV is a perfect opportunity to connect with Canadians of all ages in the centre of the household.



**Of ages 18-24 have never had a cable subscription**



**Of streamers have no TV subscription**

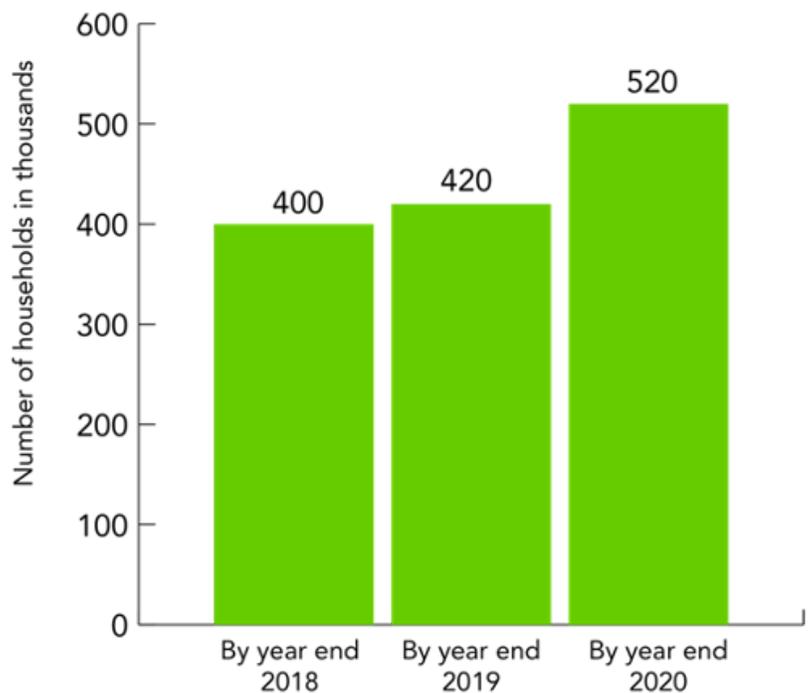


**Of non-TV subscribers have never had a TV subscription (5.7% of Canadians)**

<https://www.emarketer.com/content/canada-households-pay-tv-2022>

Today, there is a growing number of younger audiences across Canada who have never owned a linear TV cable subscription; and only know how to consume content by streaming. As this audiences grows from adolescents into young adults; so does purchasing power and influence. This makes it important for brands to build relationships in the environments that they are consuming content in now rather than later.

### **Households in Canada that cut a TV subscription or never had one from 2018 to 2020 (in 1,000s)**



<https://www.statista.com/statistics/258444/number-of-tv-cord-cutter-households-in-canada/>

# Connected TV at work

Audiences below are all watching the program:

The Linear TV ad-experience



General Audience



One blanket ad-experience

The Connected TV ad-experience



Sports fan



Car enthusiast



Trades person



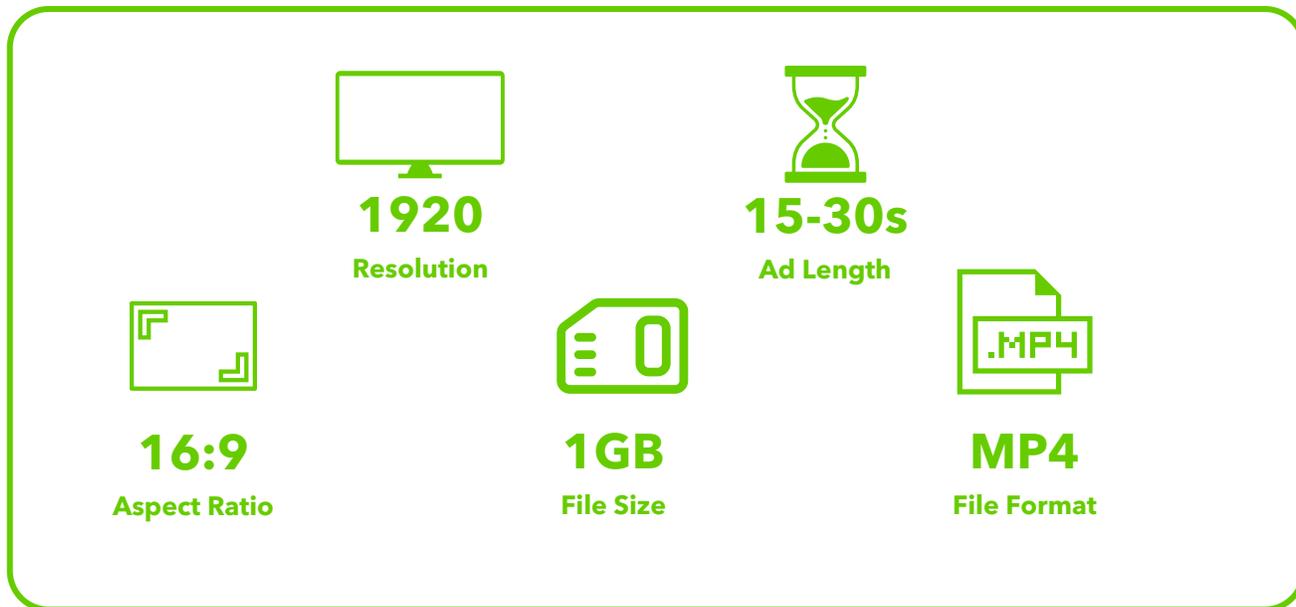
3 individual personalized ad-experiences

## Personalized ad experiences drive eCommerce

- Leverage highly personalized dynamic video ads with unique QR codes or SMS for deeper engagement
- Create connections between consumers' two screens with QR codes that load personalized microsites based on what people are viewing on TV
- Drive users to different types of landing pages
- Direct path to purchase execution
- Reveals deeper insights

## Running a Connected TV ad campaign

Best practices for putting your TV video ads on hundreds of premium quality channels using Connected TV:



### Targeting:

By using highly specific audience targeting brands can focus on key demographics and segment audiences by interests, intent, and retargeting.

### First-party data:

Leverage your 1st party owned data

### Dynamic retargeting:

Target previous site visitors with custom creative

### Custom audience segments:

Create custom segments made from previous content viewed

### Mirror audience:

Reach users with a pixel, target individuals with similar behaviour

### Household ID:

Scalable, addressable, and measurable, the household ID is based on deterministic data which allows marketers to gain a holistic view of campaigns across all channels.

### Third-party data:

Use segments from ingested 3rd party data partners

### Geo radius targeting:

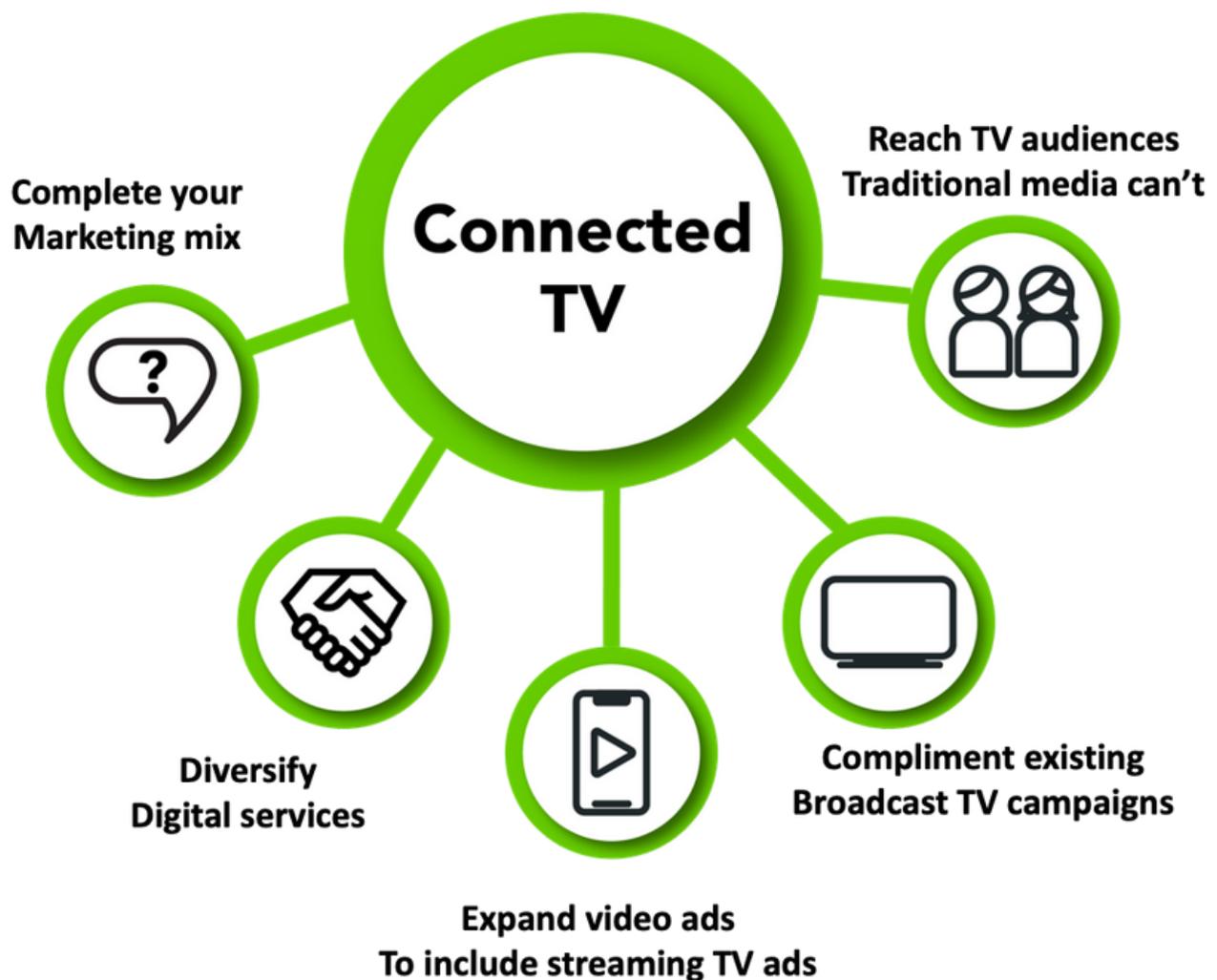
Target and retarget users through specific locations

### B2B targeting:

Target audiences at specific business locations

## The Modern Marketing Mix

Connected TV advertising can be tied in with other digital campaigns to help with brand awareness and lead generation. Users on Connected TV can be retargeted with display and native ads on other device types using the same household ID.



# Measuring Connected TV Advertising



Connected TV advertising provides insights that linear TV advertising simply can't. With Connected TV advertising, brands can focus their budget strategically by measuring the following data types:

- **Traditional KPI's:**

- Impressions, views, CPM



- **Site performance:**

- Click to call, form submissions, CTR



- **Foot traffic:**

- In-store customer traffic, connect the digital ad spend to offline behaviour



# ALPHA KONNECT



**ALPHA Konnect is the only Connected TV platform in Canada that can connect you with over 9million households using patented household technology that translates IP address into tangible, meaningful households.**

**The ALPHA Konnect platform elevates brand visibility to new heights on over 161 premium CTV channels and content (Live or Full episode). Common devices where you can find ALPHA KONNECT advertising include: Smart TV, Game Consoles, OTT streaming devices and more.**

**Don't miss on opportunity to reach hard to reach audiences on the largest screen inside the home.**

**Get in touch and learn how the ALPHA Konnect platform can help your brand achieve its business goals.**

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