

# Are Advertisers Leaving Linear TV Behind and Moving to CTV?



63%

of U.S. marketers leading their 2024 upfront buys with CTV vs 36% with linear TV

Source: The Current



## Linear TV vs CTV: Measurement

### Connected TV

### Linear TV

#### Targeting

Granular targeting based on demographics, interests, and viewing behavior

Broad targeting based on channel content and time of day

#### Accuracy

More accurate measurement of ad impressions and viewability

Less accurate measurement

#### Metrics

Wider range of metrics available, including completion rate, engagement, and conversions

Limited metrics focused on reach and impressions

#### Challenges

Lack of standardized measurement methods

Difficulty in measuring viewership and attention

#### Benefits

More efficient ad spend with better targeting and measurement

Effective for reaching large audiences



# Pros and Cons

## Linear TV

Comparing the strengths and weaknesses of Linear TV and Connected TV (CTV) advertising.

### Pros:

#### High View-Through Rates

Linear TV boasts exceptional view-through rates (over 90%) due to the absence of a "skip" option.

#### Synergistic Impact

Combining linear TV with digital advertising can boost purchase intent by 15%.

#### Political Advertising Powerhouse

Bid for ad placements, highest bidder wins. Efficient ad spending for target audience.

### Cons:

#### Limited Targeting

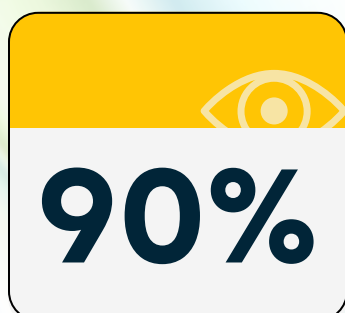
Targeting capabilities are less precise compared to CTV.

#### Cost and inflexibility

Ad buys are often based on fixed costs and limited scheduling flexibility.

#### Declining Viewership

Traditional TV viewership is steadily declining.



**View-Through Rates** due to the absence of a "skip" option.

Source: The Verge





## Pros and Cons

# Connected TV

Comparing the strengths and weaknesses of Linear TV and Connected TV (CTV) advertising.

### Pros:

 **Real time optimization**

Offers flexibility in ad length, format, and real-time adjustments.

 **Cost Efficiency**

Enables precise audience targeting and potentially lower costs compared to prime-time linear TV spots.

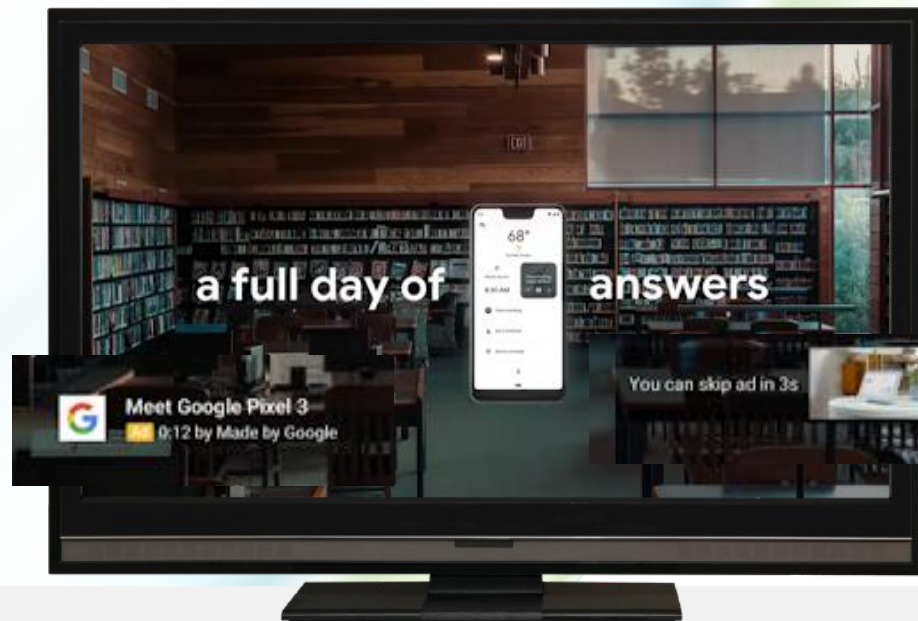
 **Measurable Results**


CTV provides valuable data for campaign analysis and optimization, enabling a more responsive advertising strategy.

### Cons:

 **Lower View-Through Rates**

Viewers can skip CTV ads, potentially reducing overall reach.



  
**96%**

**Video Completion Rate** in our [QSR Case Study](#). The team utilized CTV advertising due to its proven effectiveness as a medium

[View Case Study](#)





## Benefits

# Combining Linear and CTV Advertising

## Key Benefits

### 1 Omnichannel Strategy

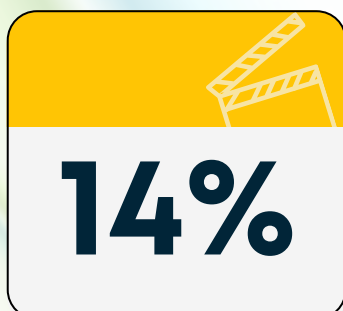
A multi-platform approach that includes CTV alongside social media, display advertising, and mobile video maximizes reach and engagement.

### 2 Enhanced User Experience

CTV features like "Send to phone" allow viewers to seamlessly interact with ads on their mobile devices, driving conversions.

### 3 Reaching Shifting Audiences

As linear TV viewership declines, CTV effectively reaches audiences who have migrated to digital platforms.



**higher view-through rate** on YouTube CTV ads vs. mobile suggests combining linear and CTV for better advertising.





# TV Advertising FAQs

Answering FAQs from media buyers

## Q: Is linear TV dead?

No, not entirely. While viewership is declining, linear TV still holds value, especially for political advertising and reaching a broad audience with high view-through rates.

## Q: What are the advantages of CTV for media buyers?

CTV offers flexibility in ad formats and lengths, real-time adjustments, and cost-efficient targeting compared to traditional linear TV buys.

## Q: Should I completely switch to CTV advertising?

It's up to you. But we suggest to do a hybrid approach combining linear TV and CTV while leveraging the strengths of both for a more comprehensive advertising strategy.

## Q: Why should my media buying team learn both linear and CTV ads?

Clients increasingly demand omnichannel strategies. Expertise in both traditional and digital TV advertising allows you to cater to this demand and maximize client results.

## Q: Isn't linear TV viewership declining? How do I adapt?

Yes, it is. Media buyers need to focus on converting these shifting audiences into CTV viewers. Invest in learning CTV platforms like YouTube TV to effectively target them.

## Q: My team has no experience with CTV advertising. What can we do?

Consider partnering with agencies like **Strike Social** that specialize in CTV advertising and offer solutions like audience targeting and campaign optimization.

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