![IAS Integral Ad Science]

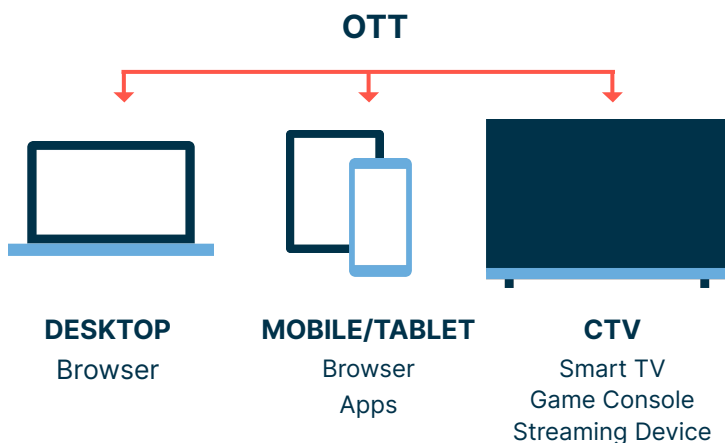# Connected Television

As seen on TV

THE FUTURE OF TELEVISION IS DIGITAL

According to an eMarketer forecast, connected TV users will grow from 182.6 million to 204.1 million by 2022, which represents roughly 60% of the US population. CTV's rise in popularity has been meteoric but it's still a new landscape that advertisers are trying to navigate.

The convergence of linear and digital television is set to forever change the way we watch TV, but more importantly for marketers, how we advertise on it.

Fraudsters always follow the money and with the current fragmented and unregulated ecosystem there is a greater risk of fraudulent activity. As consumers' attention and ad spend continues to shift towards CTV, IAS is the first and only partner to work directly with the largest video publishers to validate that video ads are played to completion, free from invalid traffic, on CTVs.

HOW IT WORKS

OTT

DESKTOP
Browser

MOBILE/TABLET
Browser
Apps

CTV
Smart TV
Game Console
Streaming Device

Know exactly what you're up against with comprehensive video metrics, protection against all major fraud scenarios, and our first-to-market CTV valid quartile consumption metrics that give insight into the Viewability of your campaign.

WHAT YOU GET

Cross-Screen Coverage
IAS verifies video ads are viewable, fraud free and brand safe when running across OTT on desktop and mobile in-app.

Viewability
An industry wide limitation made available to IAS clients via valid quartile completions.

Programmatic
No matter where you're running, our connected television solution makes sure your ads are always IVT-free.

YouTube Coverage
IAS YouTube integration includes Viewability Brand Safety, and Invalid Traffic Measurement on CTV devices.

To get started, contact us at **unifiedvideosupport@integralads.com**