



# Unlock the power of Connected TV advertising with The Trade Desk

Maximise your TV branding investment across channels, access premium inventory at scale, and manage your entire digital buy with The Trade Desk.

France has 21 million subscription over-the-top (OTT) video viewers and is forecasted to climb to 26.1 million by 2023<sup>1</sup>. If you're only advertising on broadcast TV, you could be missing out on core audiences for your brand. Turn on Connected TV (CTV) on The Trade Desk to amplify your omnichannel campaigns and reach your most desired audience.

## BRING THE DATA AND INSIGHTS OF DIGITAL TO YOUR TV CAMPAIGNS

Three quarters of our biggest advertisers already run Connected TV ads through our platform. Why? Because it brings the targeting and measurement capabilities of programmatic to your TV campaigns, helping you reach a bigger audience and fully understand performance.

- **More engagement:** Studies show that CTV advertising drives higher view-through and retention rates than linear TV advertising<sup>3</sup>.
- **Premium inventory:** Run your ads alongside popular TV shows and movies, in front of an audience that's fully invested.
- **More control:** Set frequency caps to determine how many times a viewer sees your ads across all of their connected devices to eliminate waste and overspend.
- **Better measurement:** Track the impact of your CTV campaigns with digital and traditional metrics, such as video completion rates.
- **Drive better performance:** Through targeting options\*, such as geography, time of day/week, device make and model, weather, pre-targeted audiences, and more.

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Continued



## CAPITALISE ON THE TRADE DESK'S ACCESS TO PREMIUM TV INVENTORY AND CONTENT

### Supply-side platform (SSP)/exchange integrations

FREEWHEEL  
A COMCAST COMPANY

SPOTX

Google Ad Manager

Magnite

xandr

smar+.

### Publishers/sales houses

TF1

M6

france.tv

dailymotion

Rakuten TV

SAMSUNG  
TV Plus

EBX

RTL AdConnect

Contact your account manager at The Trade Desk for more information.

Sources: <sup>1</sup>France subscription OTT video viewers; eMarketer August 2019; <sup>2</sup>Engaging the Mind, MAGNA, December 2018; <sup>3</sup>Where made available by the broadcasters.

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