

Consumers Going Over the Top

OTT / Over-the-top Media



The face of the video ecosystem is evolving. As almost all traditional broadcasters (along with many new ones) offer streaming TV services, consumers benefit from a windfall of premium content that they can watch when they want, on demand.

In this new age of television, prime time is anytime.

The growth of OTT or Over-the-Top (OTT) media, streaming media such as Hulu or You Tube, has simply exploded. This means MORE opportunities for both consumers and marketers. It provides more content, choice, and convenience to consumers. It also provides marketers with new platforms on which to reach and engage their audiences.

Therefore, an advertising campaign that utilizes both Linear TV and OTT is greater than the sum of its parts. Ad supported OTT should be considered as part of a campaign's overall video mix, as it offers the same engaging, premium, brand safe programming found on linear TV.

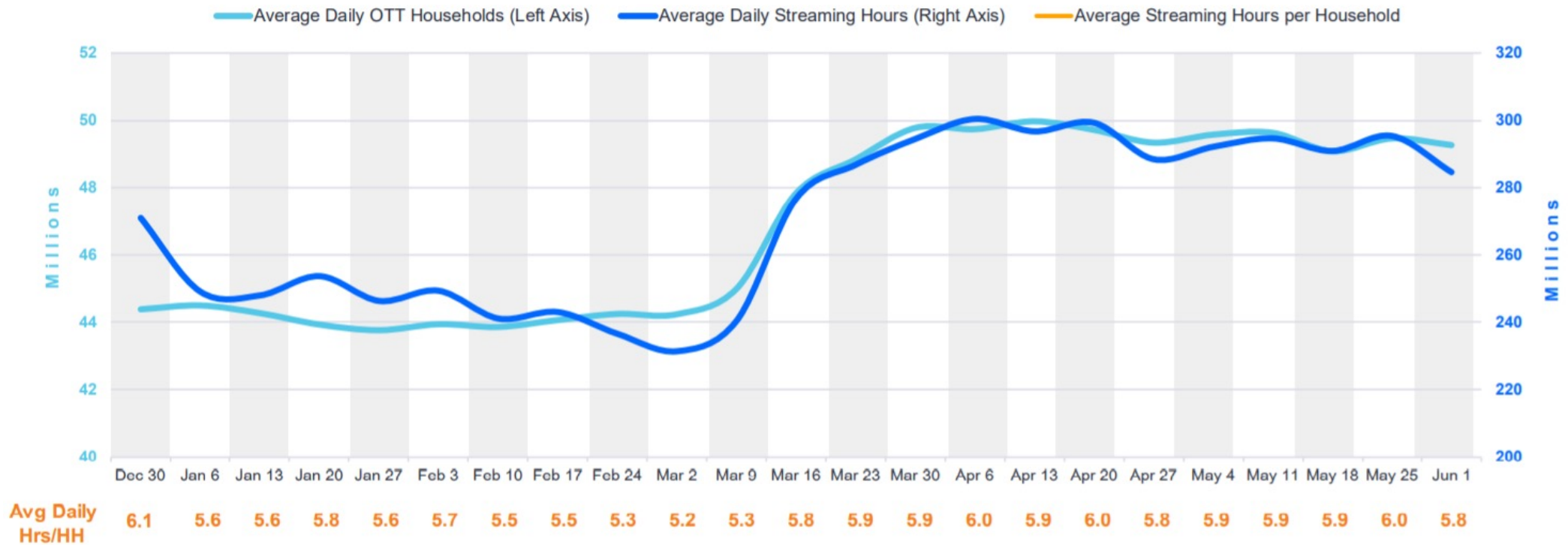
The synergy of Linear TV + ad supported OTT provides MORE to advertisers:

- More Viewer Engagement
- More Audience Reach and Message Reinforcement
- More Premium Ad Opportunities & Outcomes



OTT consumption saw exceptional growth starting in early March 2020, and a plateau afterward

Average daily streaming households and hours by week (custom weekly data)

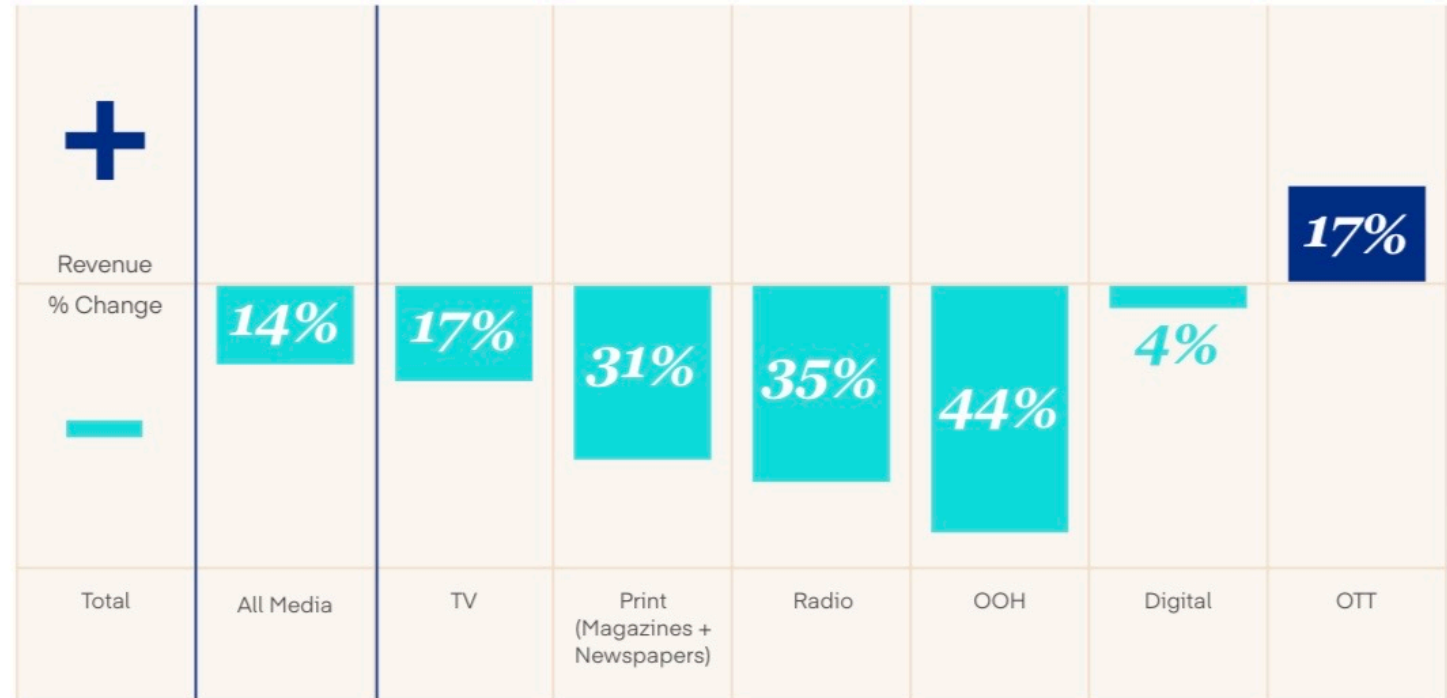


*Source: Comscore The State of OTT June 2020

TV reached a tipping point in 2020.

- After 15 percent of consumers cut the cord amid a global pandemic, eMarketer reported that **fewer than 78 million U.S. households** maintained a cable subscription at the start of 2021.
- At the same time, advertisers could reach **more than 84 million households** via connected, streaming TV services for the first time, according to The Trade Desk.

OTT/CTV Ad Revenue Outpaces All Other Forms of Media, US
US Media Revenue Trend Jan-Sep 2020 vs 2019



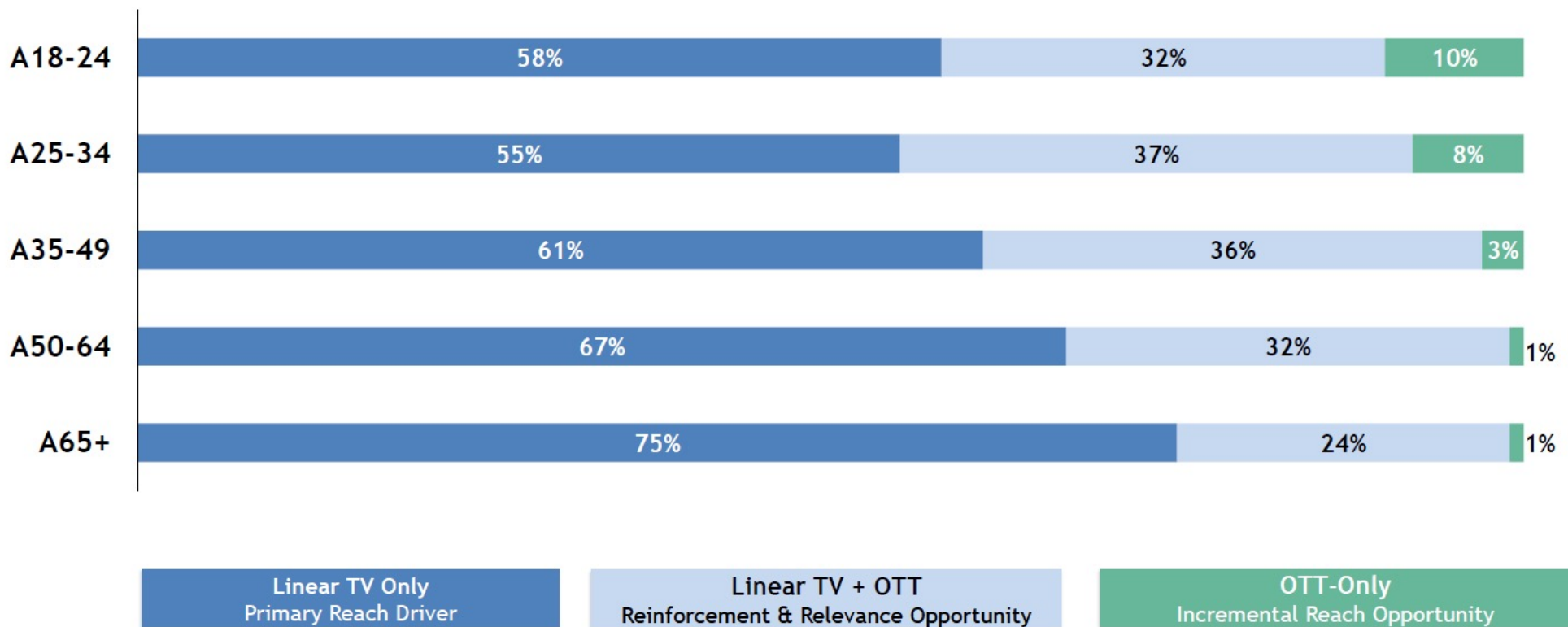
Citation: SMI Pool, December 2020

- **This trend is unlikely to reverse.**

While the majority of reach is achieved through Linear TV, OTT provides an opportunity to drive incremental reach, as well as message reinforcement cross platform.

Reach Duplication, by Demo

Linear TV, Linear TV + OTT, OTT-only



*Source: Nielsen Media Impact



If you need me, CALL ME :

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