



# *More than Branding* **CTV works throughout the entire funnel**

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October 2025



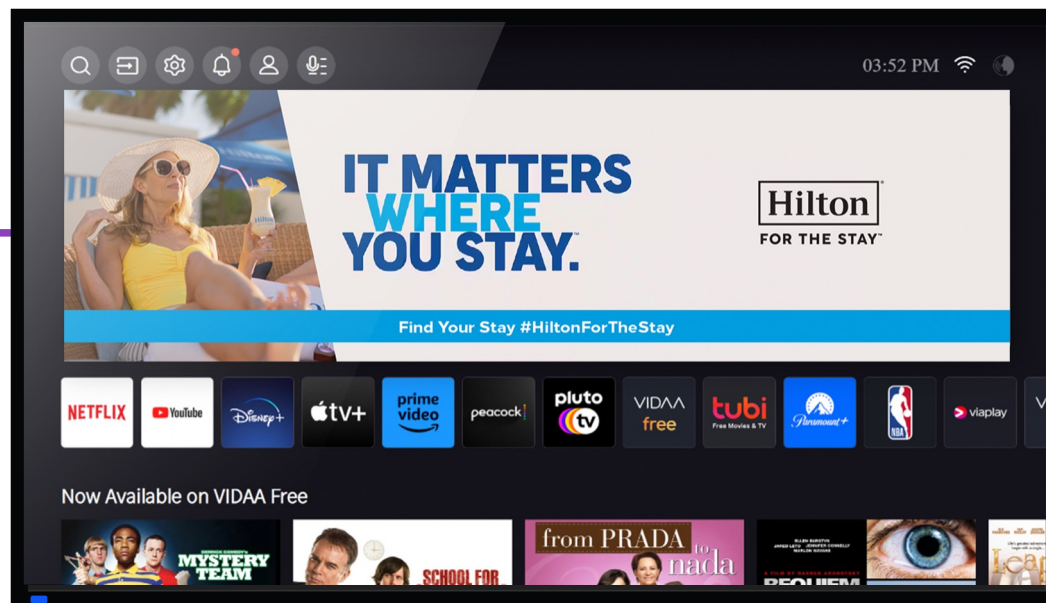
# What is *Connected TV* (CTV)?

Connected TV (CTV) refers to any device equipped with internet capabilities that is either connected to or embedded within a TV set, enabling users to stream video content.

Traditional TV

CTV

Digital capabilities



CTV bridges the gap between traditional TV viewership and online video advertising.

*Trends*



# **Quick Poll**

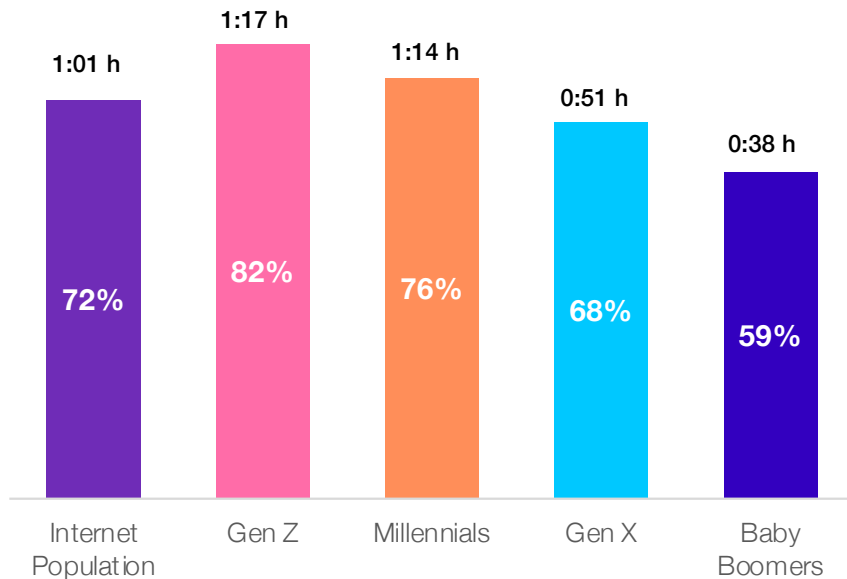
*Please give your answer*



# CTV is increasingly being streamed *daily across all generations*

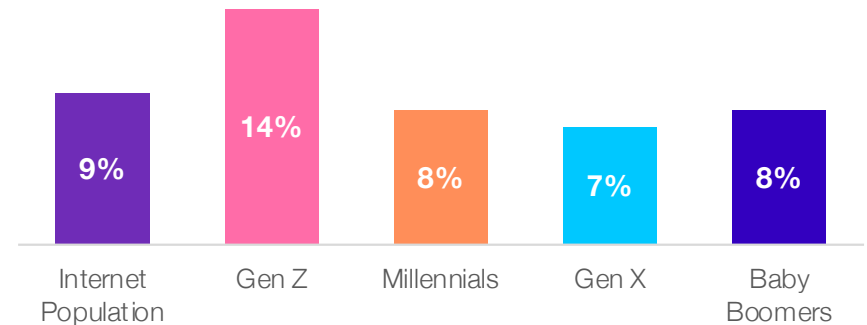
## While younger generations stream most on the big screen

Daily CTV usage across generations & average time spent



## While Linear/Broadcast TV is following the opposite trend

Cord cutters, not using Linear/Broadcast TV, across generations

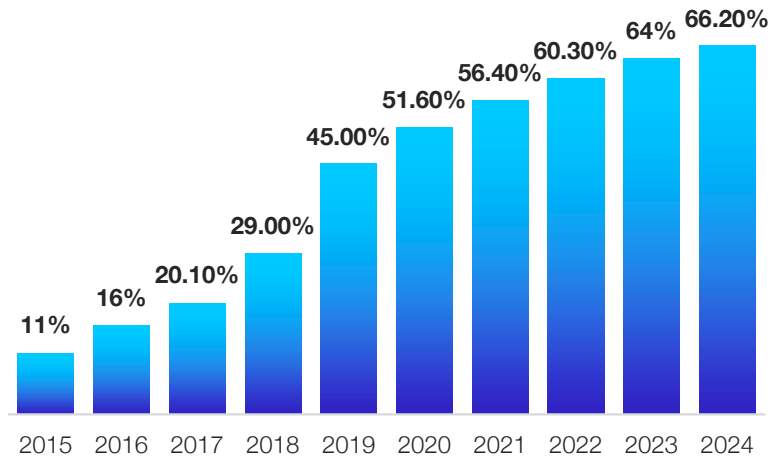






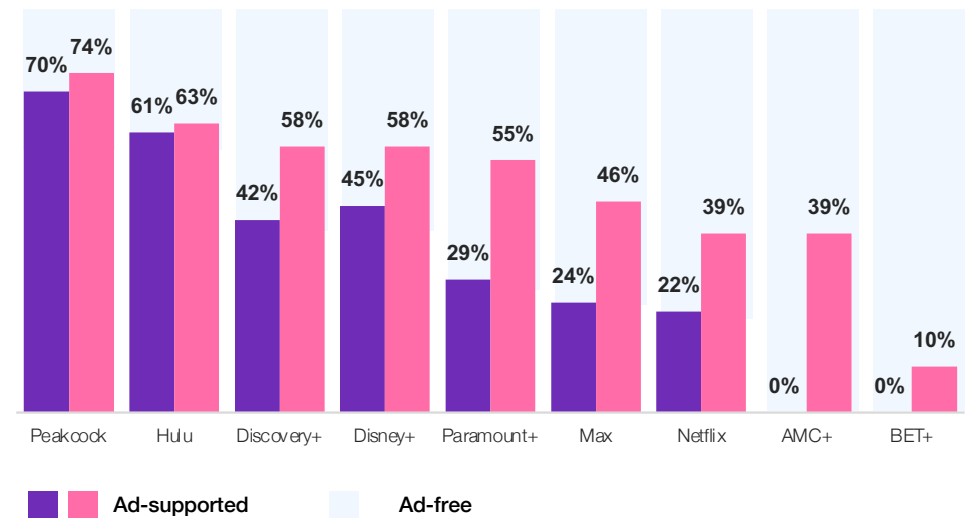
# Recent *trends*

**CTV content consumption has risen by over 400% in the past 10 years**



**58% of Disney Streamers have switched to the ad-supported model.**

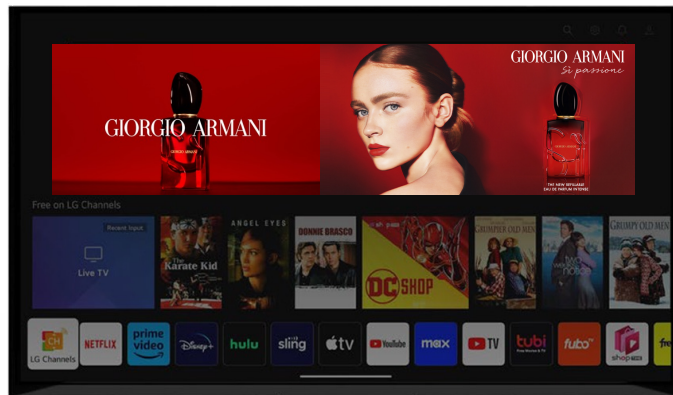
SVOD Gross Ads by Plan Tier - May 2023 vs May 2024





# *There are 2 ways* **to engage with your consumers on CTV**

HomeScreen

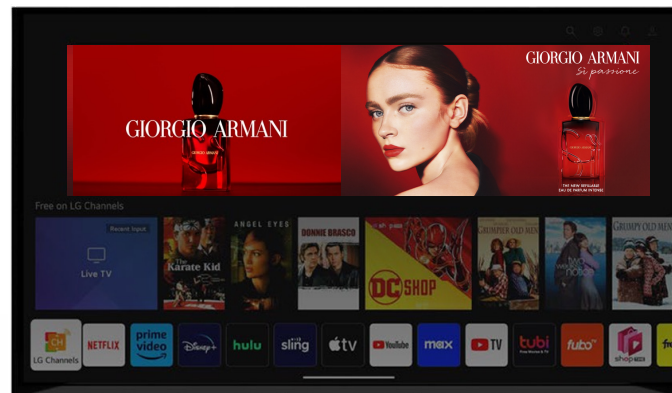


CTV InStream





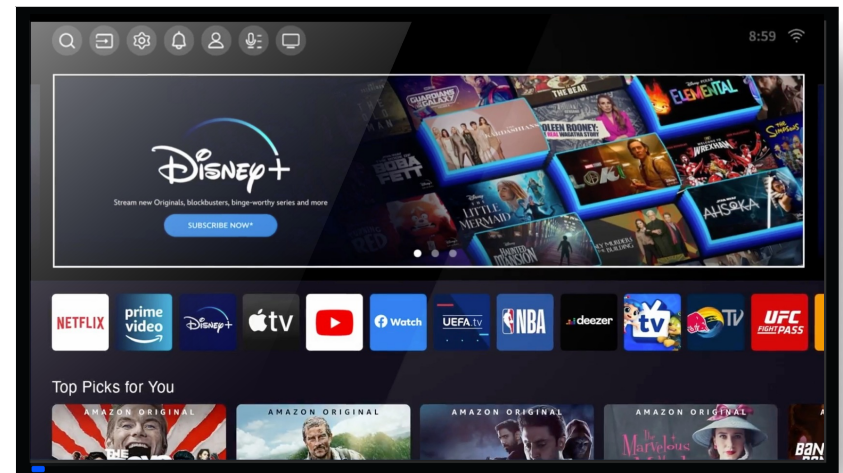
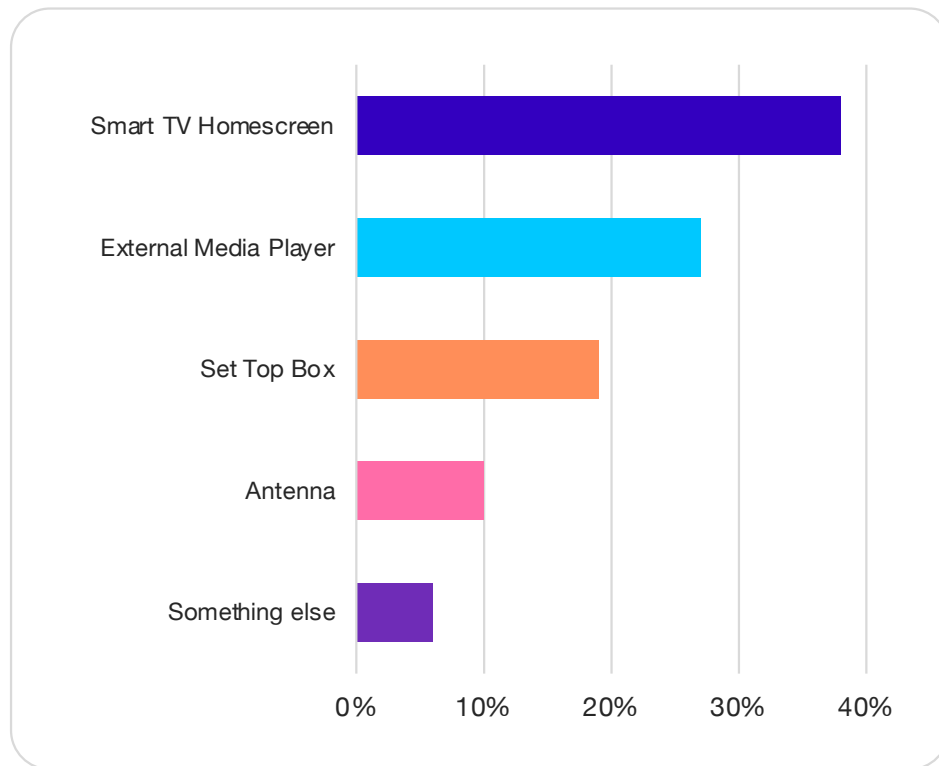
## HomeScreen







# What's *the first thing you seen* when you turn on the TV?

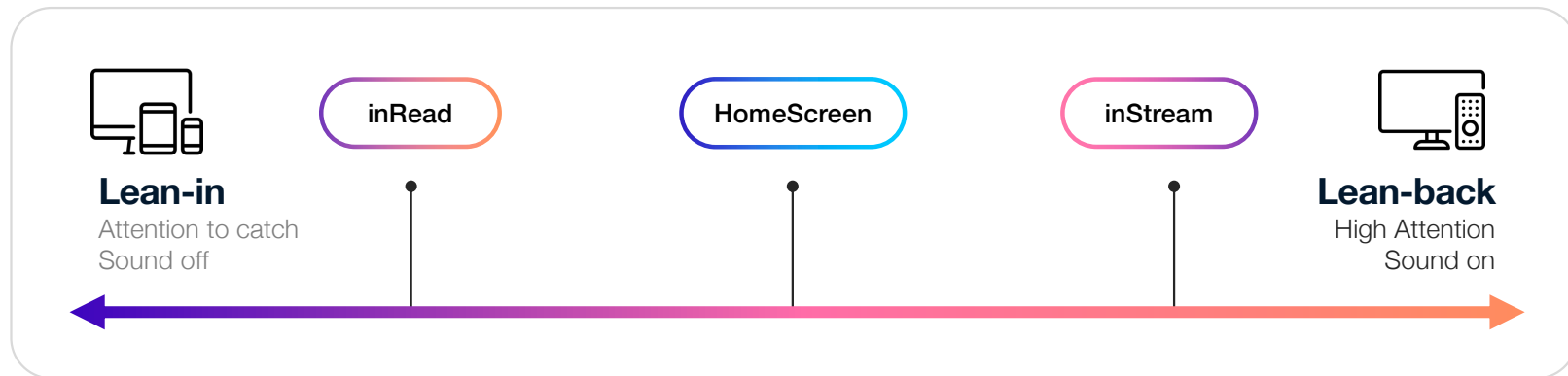


*According to Videoweeek Advertising Guide 2026, globally about 70% see the HomeScreen first, and half of them then switch to a VOD app.*



# Adapting *the experience* to the **User Journey**

During the lean back method, we have longer and higher attention while interacting with the media because everything comes easy and passively. Unlike the Lean forward that has short attention span because of its active nature.

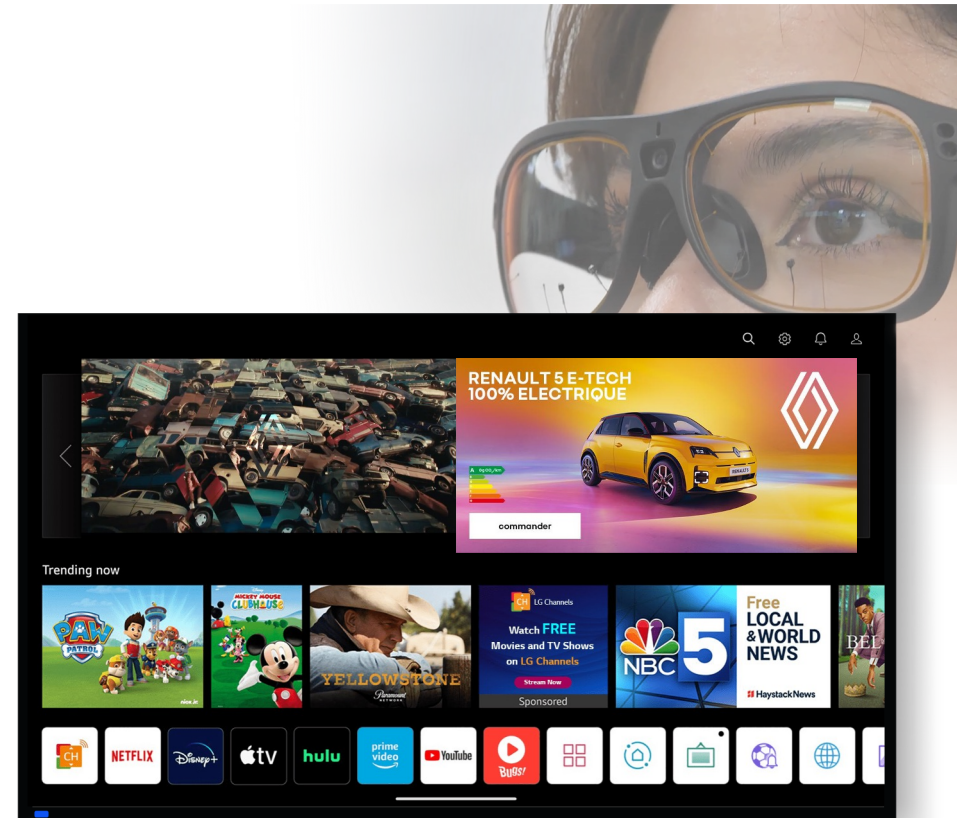






# Where Attention Begins: *Unlocking the Power of CTV HomeScreen.*

Teads partnered with neuroscience experts at MediaMento to evaluate the attention and brand impact of CTV HomeScreen placements—measuring how they drive attention, recall, and brand lift compared to standard CTV formats.



**76%**

users saw  
the video ad

**6.8s**

attention for video ad  
(up to 10.9 s for 25s ad)

**+16%**

attention ratio than Youtube  
skippable pre-roll

**+27%**

better rating  
than Youtube ad experience

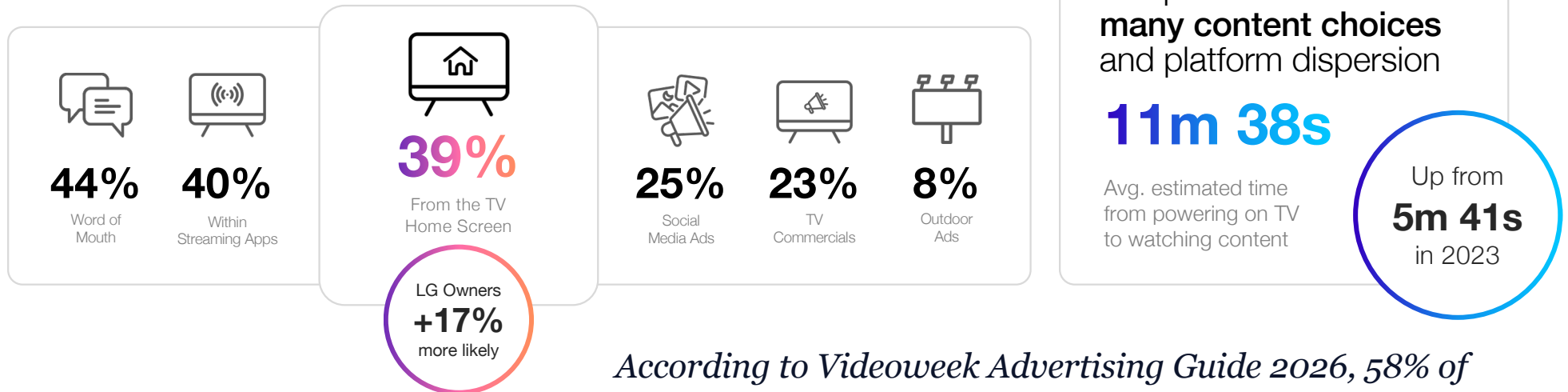
Source: Teads & Mediamento Where Attention Begins: Unlocking the Power of the CTV HomeScreen



# *The Homescreen at the center of the TV experience*

2 in 5 CTV users rely on the TV home screen for content recommendations as the starting point for viewing

## Top content recommendation sources\*



*According to Videoweeek Advertising Guide 2026, 58% of users turn on the TV without knowing what to watch...*





# *Connecting with ACR* **(Automated Content Recognition)**

## HDMI Devices



## Game Consoles



## Data Collected

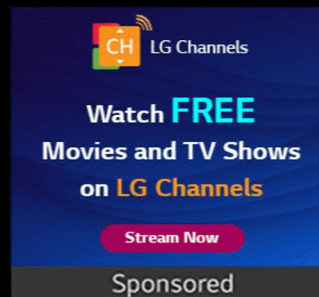
- TV & Ad Viewership
- Streaming App Usage
- Games Console Usage
- HDMI Connection (STB + Dongles)
- Device



CHAUMET  
PARIS

Joséphine

Trending now





# Teads *Homescreen* Partnerships (Nordics)

Innovative advertising solutions

12M+

addressable TVs  
in the Nordics

SAMSUNG

Google TV



LG



TITANOS





# **Teads: *The Go-To Platform* for Nordic's Leading TV Brands**



**2.72M**



**3.5M**

Google | **TCL**  
SONY | xiaomi  
**onn.**



**308k**

**PHILIPS**  
**JVC**

**SAMSUNG**

**5.57M**





# Teads *Homescreen Partnerships* (Finland)

Innovative advertising solutions

2.2M+

addressable TVs  
in the Nordics

**SAMSUNG**

 Google TV

 **LG**

 **TITANOS**





# **Teads: *The Go-To Platform* for Finland's Leading TV Brands**



**649k**



**536k**

Google | **TCL**  
SONY | xiaomi  
**onn.**



**63k**

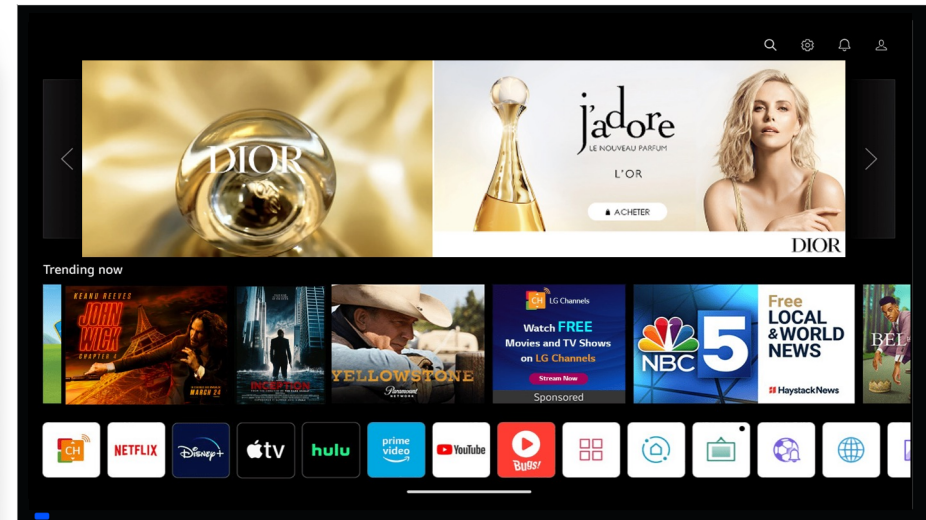
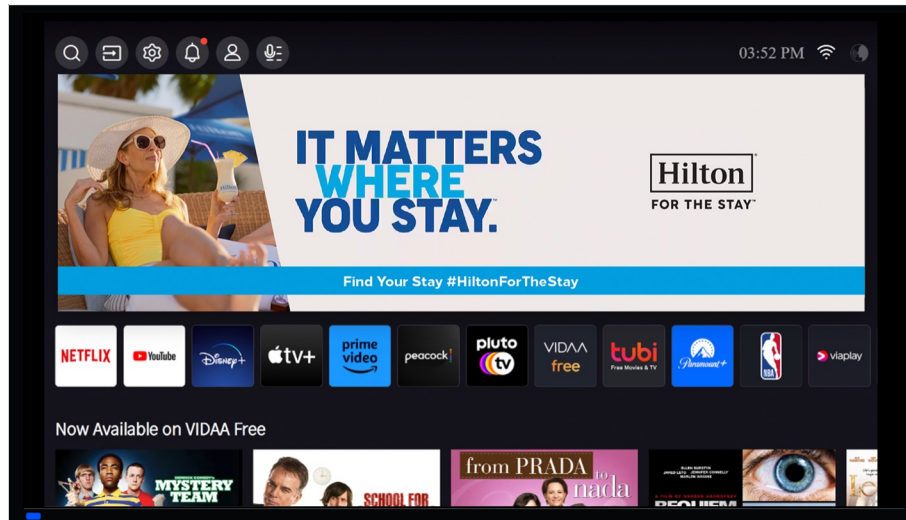
**PHILIPS**  
**JVC**

**SAMSUNG**

**992k**



# Leverage these Homescreens to create impactful event-driven communication



Hisense  
LOEWE  
TOSHIBA  
VIDAA  
SEIKI  
Panasonic  
JVC  
SHARP  
HITACHI





# Leverage these Homescreens to create *impactful event-driven communication*



 Google TV

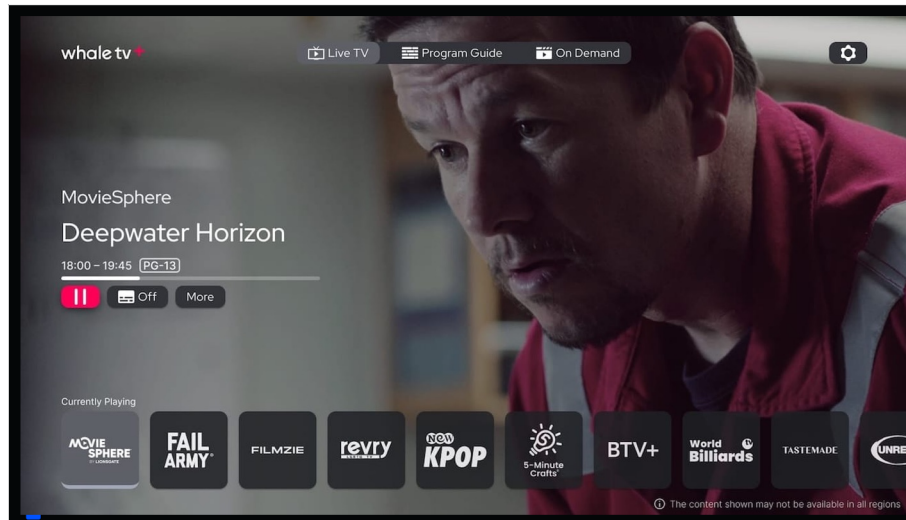


 TITANOS

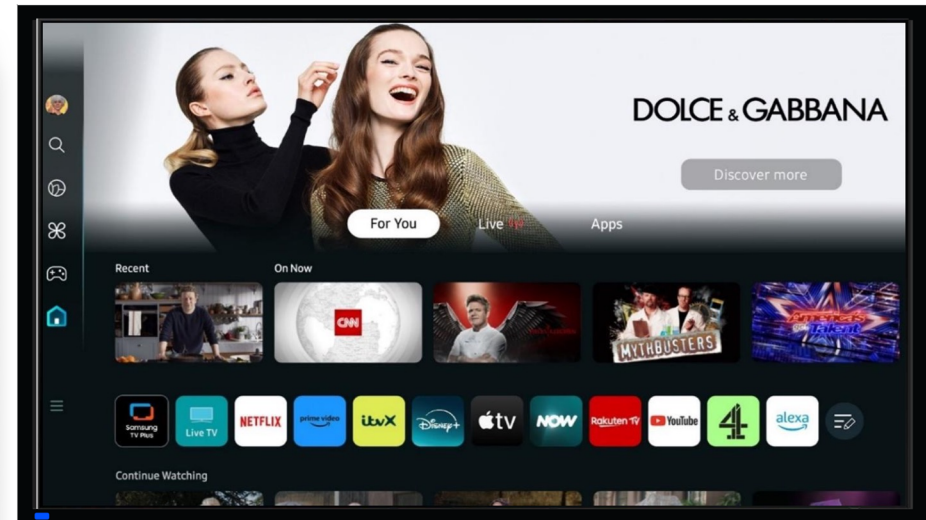




# Leverage these Homescreens to create *impactful event-driven communication*



whale tv



SAMSUNG



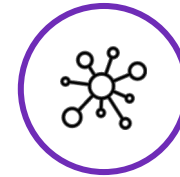
# Why is *Native CTV* so powerful?



The first message to an audience at the onset of the user journey



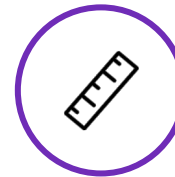
Reaching VOD audiences



Access to deterministic OEM first party data (ACR) to tailor the experience



Driving performance through available interactions  
(Click to Web, Click to DeepLink etc.)

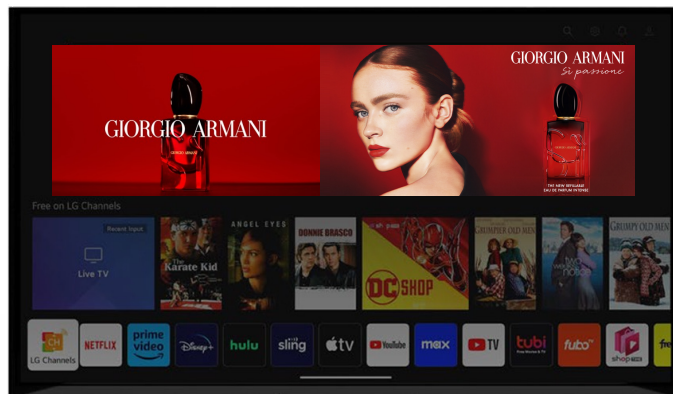


Measure with your own Pixel

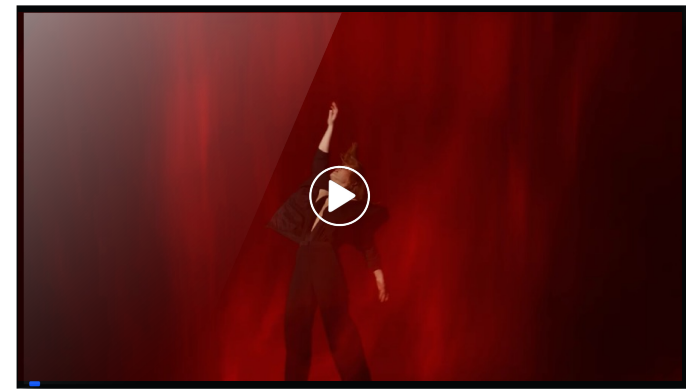


# *There are 2 ways* **to engage with your consumers on CTV**

HomeScreen

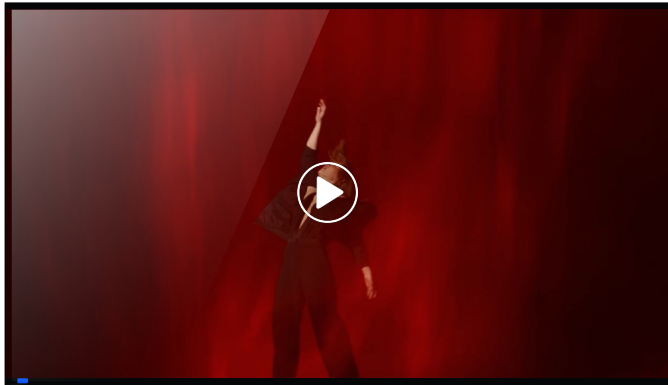


CTV InStream



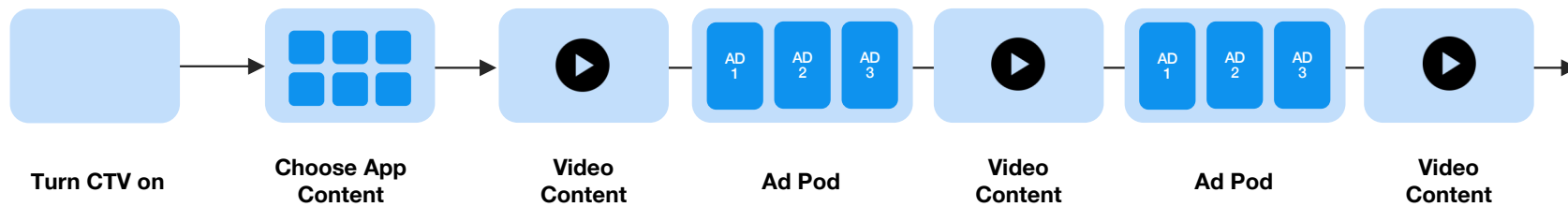
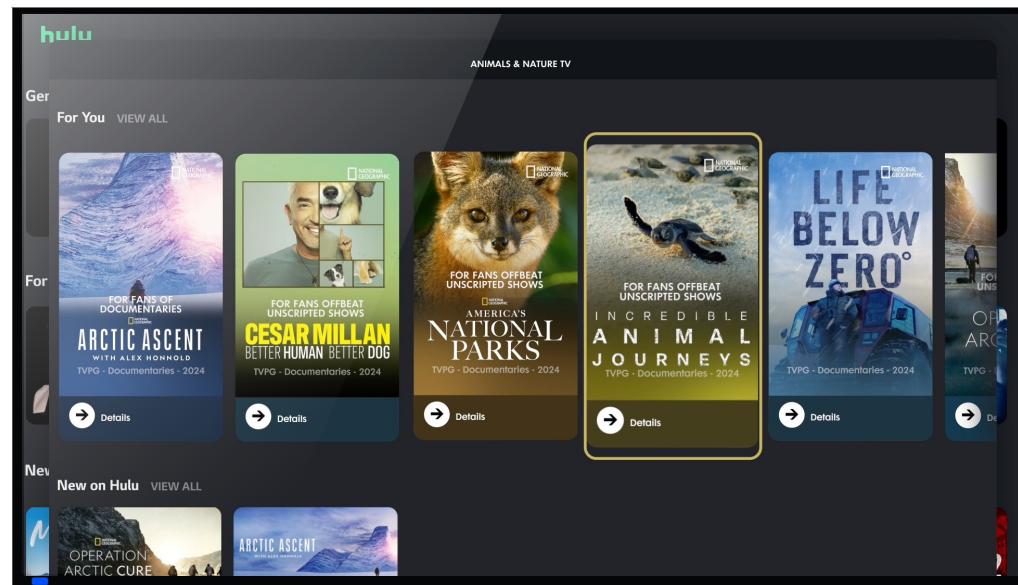


CTV InStream





# CTV Video





# *A fragmented TV ad ecosystem* **let's keep it simple**

BVOD

TV Station Owners



AVOD / FAST

Advertising VOD /  
Free Ad Supported Streaming TV



SVOD

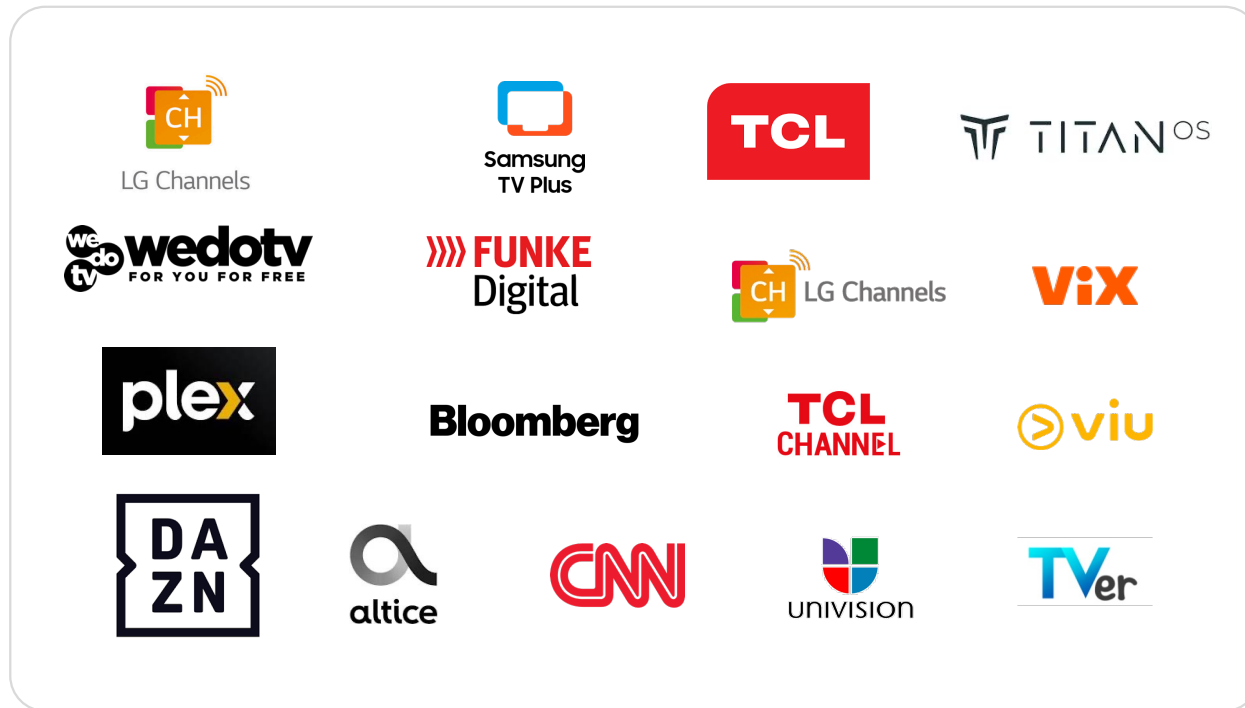
Subscription Video Platform



OEMS - AVOD - FAST



# Scale thanks to *Global Video Inventory*



## Global

254 Billion + Ad Opportunities  
per Month

## Finland

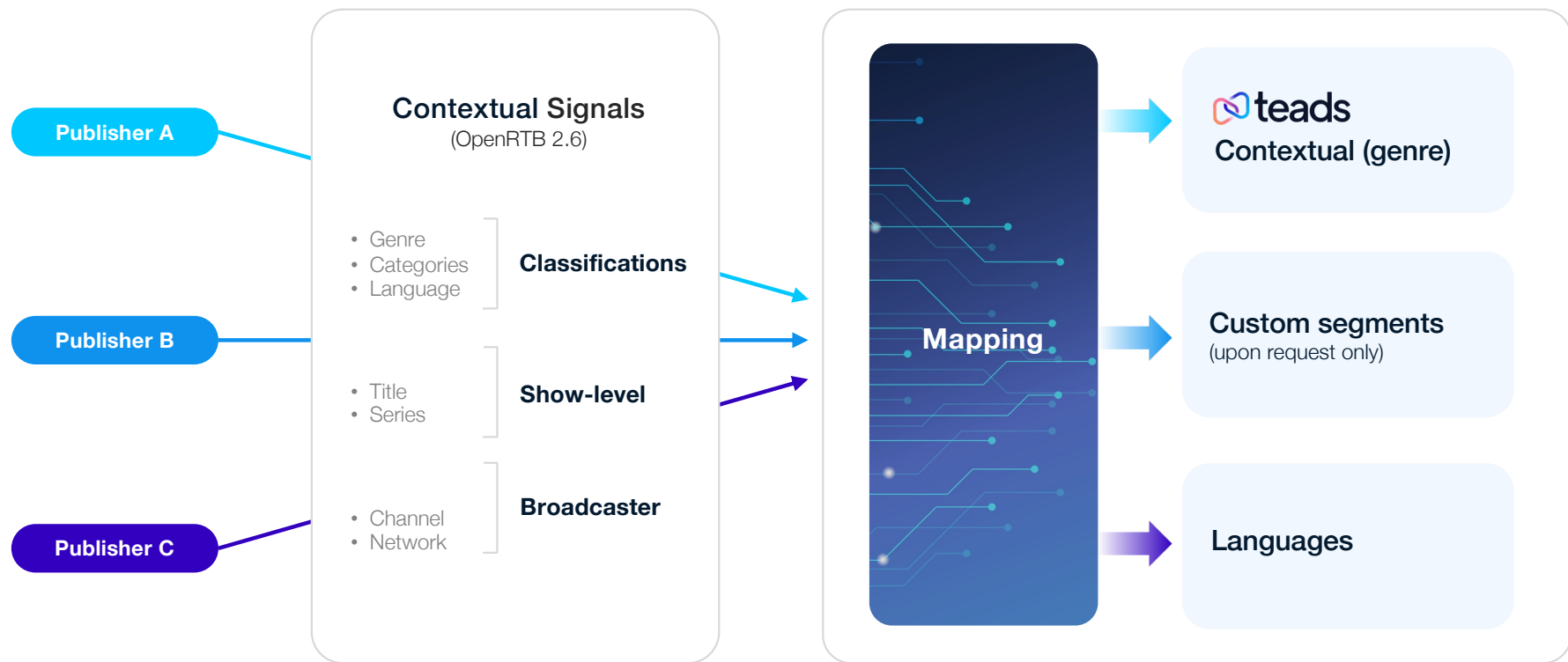
82.9 Million Ad Opportunities  
per Month

OEMS - AVOD - FAST



# *Teads CTV targeting* is sophisticated simplicity

Teads' expertise in contextual has taken a desperate jumble of CTV signals and built scaled segments







# Target *by genre*

Designed to complement an Omnichannel approach, new segments match web audiences.

Globally applicable, simple to use and privacy safe, the new CTV Contextual Targets help differentiate Teads' value proposition in market.



Easy to activate



Cookie-less by default



No extra cost



Reach your consumers based on the types of shows and programs being consumed

Action/Adventure  
Animals  
Animation & Anime  
• Anime  
• Cartoon  
Automotive  
Beauty & Fashion  
Biographies  
Business & Finance  
Comedy  
• Comedy Drama  
• Dark Comedy  
• Romantic Comedy  
• Sitcom  
• Standup  
Cooking  
Documentary  
Drama  
• Teen Drama

Educational  
Entertainment  
Environment  
Factual  
Family/Children  
Factual  
Family & Children  
Fantasy  
Food & Drink  
Health & Wellness  
History  
Holiday  
Home & Garden  
• Home Improvement  
Horror  
Indie & Art House  
Interview  
LGBTQ+

Law  
Lifestyle  
Movies  
Music TV  
Musicals  
Mystery  
Nature  
News & Society  
• Local News  
• Weather  
Outdoors  
Pets  
Politics/Public Affairs  
Reality TV  
Religion & Spirituality  
Romance  
Science  
Science Fiction  
Soap Opera

Sports  
• American Football  
• Baseball  
• Basketball  
• Boxing  
• Extreme Sports  
• Golf  
• Martial Arts  
• Motor Sports  
• Soccer (Football)  
• Tennis  
• Water Sports  
Suspense  
Talk Show  
Technology  
Thriller  
Travel  
True Crime  
Video Gaming  
War  
Western



# *Advantages of CTV*

Incremental reach on top of the traditional video advertising channels:  
TV and Online Video

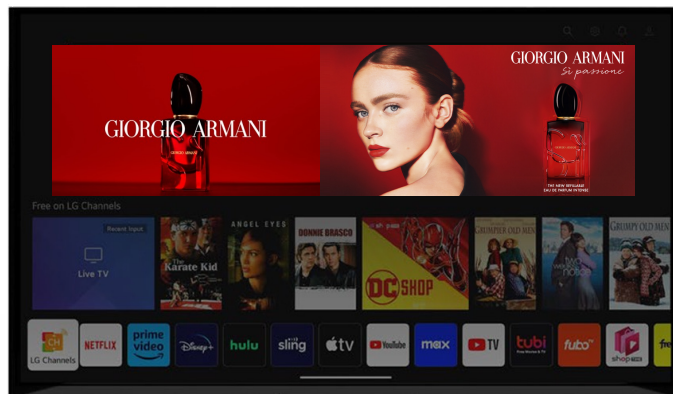
1. 90%+ VTR
2. Full screen, non-skippable inventory, Sound-on
3. TV inventory bought with the flexibility of programmatic



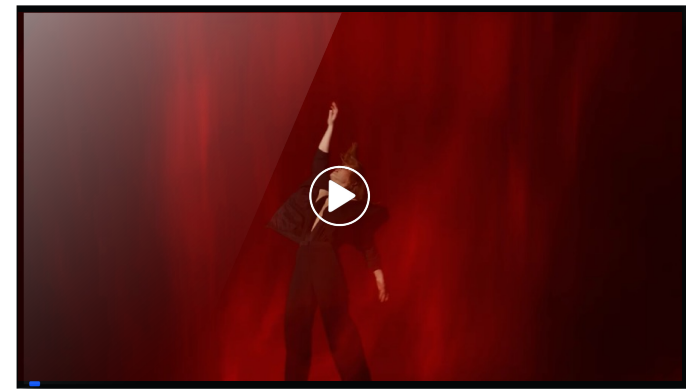


# *Targeting Solutions* **applicable to all CTV Activations**

HomeScreen



CTV InStream





# ZIP Codes & *GEO Targeting*

Leveraging capabilities from TAM

**Teads Geo Targeting**

**Teads  
ZIP Level Geo Targeting**



Using IP based Geo  
Targeting the same way we  
do it for inRead.



# Teads Audiences for CTV

**One platform. One audience. Every screen.**

Our Omnichannel Household Graph powers proprietary audiences across CTV InStream, CTV HomeScreen and Open Web – all available through Teads Ad Manager.

**Audience Interest**

**Demographics**



# Omnichannel Household Graph Links Web Profiles to CTV for *Smarter Targeting*

## How it works

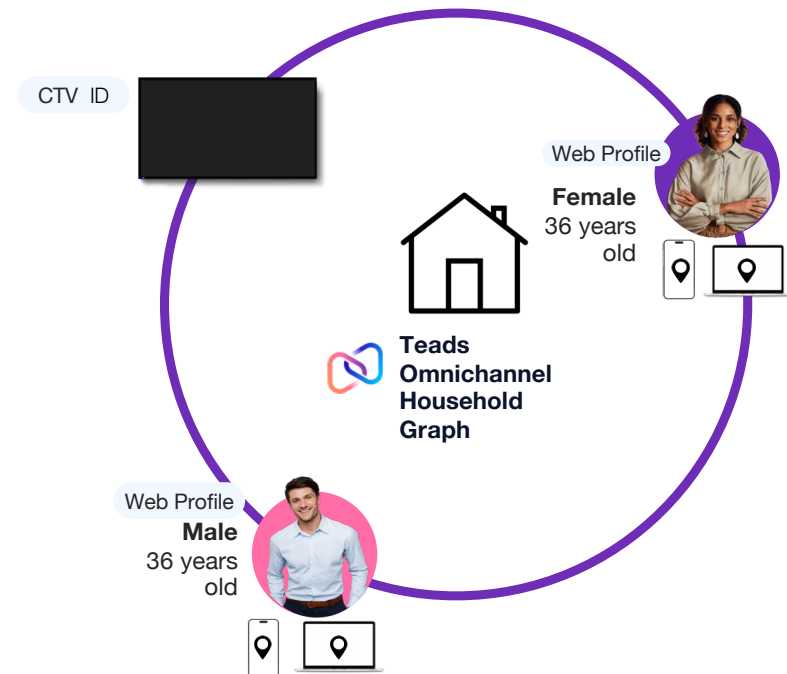
### First, We Connect to Eligible CTVs

We can determine an audience profile for a CTV when:

- A CTV ID is available
- It's linked to a household
- That household has had recent web activity (within the last 30 days)

### Next, We Power Audiences

Once the CTV is connected to a household through Teads' Omnichannel Graph, we infer audience attributes—like age, gender, and interests—based on the web behavior of household members.





# Bring *retargeting & remarketing* to the living room

Extend your brand journey from **site** to **screen** with Teads cross-device engagement

- Re-engage website visitors on the biggest screen in the home
- Extend branding impact with cross-screen messaging
- Confidently measure outcomes that follow CTV exposure
- Target smarter with inclusion/exclusion based on site behavior



**Reach out to us to *activate* today!**



# **Brand Lift Study:** *Full Funnel Impact*

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# Creative, data & measurement framework for alpro's Omnichannel Campaign with Teads

teads studio l'atelier

## Teads l'atelier & AI pre-testing

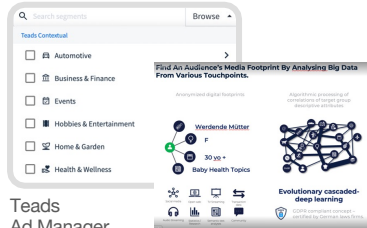


Optimization of attention & creation of engaging formats

Partner neurons

teads data

## DataLab & audiences



Teads Ad Manager

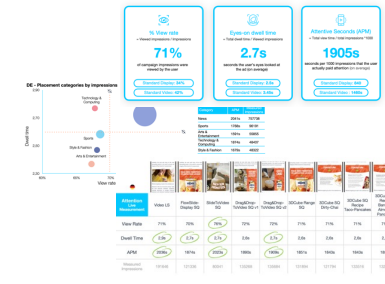
Erason contextual audiences for CTV

Advanced AI to find contextual touchpoints in Web & CTV

Various of 1<sup>st</sup> & 3<sup>rd</sup> party sources

teads insights

## Attention live measurement & reporting

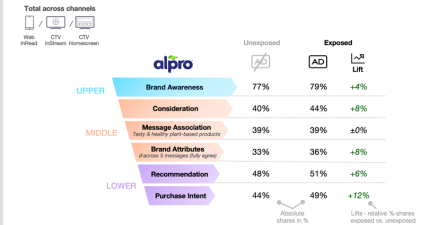


Live measurement and optimization of attention

LUMIEN

teads insights

## Omnichannel Brand Lift Study



Tagged Brand lift study across channels

Cint

Top optimized creatives

High Audience Affinity

High Attention

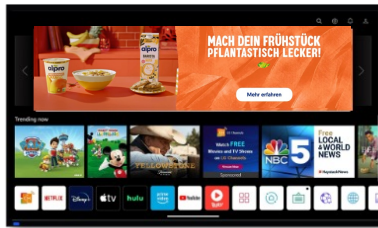
Brand Impact

# Teads' alpro campaign with omnichannel and full-funnel orchestration.

## Omnichannel Awareness

Create excitement with omnichannel takeover

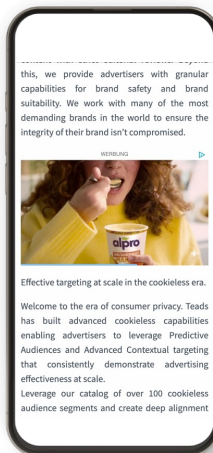
### Home Screen



### Instream



### Video



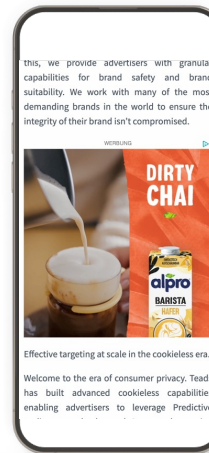
### FlowSlide Display



## Consideration

Drive engagement through engaging experiences

### Drag&Drop Video



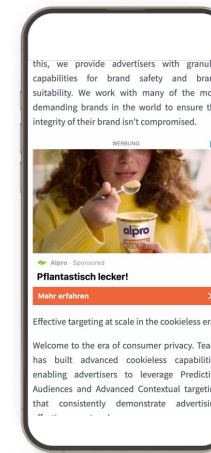
### 3D Cube



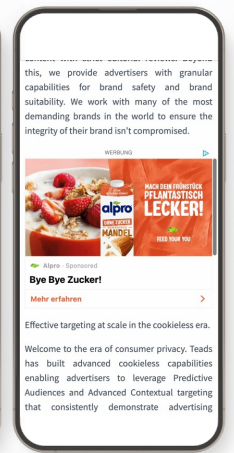
## Traffic Acquisition

Generate clicks and quality visits

### Video



### Single Image





# alpro's omnichannel Teads campaign delivered lifts across the brand funnel!

## Total across channels



Web  
InRead



CTV  
InStream



CTV  
Homescreen



UPPER

Brand Awareness

+4% ↑

Consideration

+8% ↑

MIDDLE

Message Association

*Tasty & healthy plant-based products*

±0%

Brand Attributes

*∅ across 5 messages (fully agree)*

+8% *na*

LOWER

Recommendation

+6% ↑

Purchase Intent

+12% ↑

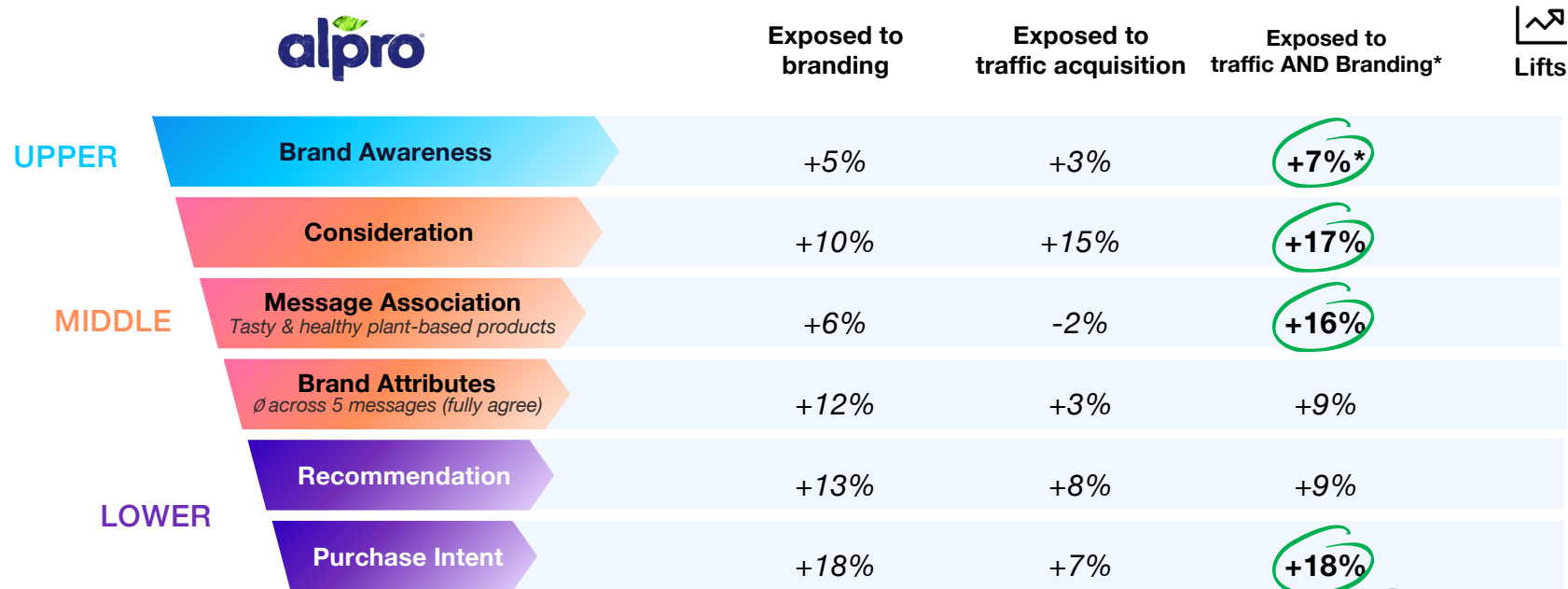


Above/ Below -  
Cint/Lucid Benchmark  
(DE, CPG, confidence  
interval of 95%)

Lifts - relative %-shares  
exposed vs. unexposed



## Full-funnel approach boosts lifts across the KPIs: Those exposed to both, traffic & branding campaign showed overall higher lifts (vs. all exposed to traffic or to branding).



Lifts - relative %-shares exposed vs. unexposed



# *Incremental Reach* **Case Study**

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CASE STUDY

# A more efficient buy, incremental reach, and lift in brand metrics for Swiss insurance company

**Campaign Objective.**

Increase awareness of its sustainability initiatives by reaching its audience more effectively, moving beyond traditional television (LTV) to deliver its message across a variety of media touchpoints.

**Approach.**

Omnichannel strategy with InRead video and CTV HomeScreen ads to reach audiences beyond ad-supported streaming. A key aspect was adapting the creatives to each channel and format to ensure impact, consistency, and relevance across all screens. Additionally, ACR targeting on LG devices excluded viewers who had seen the ad on LTV, boosting incremental reach.



**+13%**  
Incremental Reach through CTV

**-26%**  
Paid-Factor Omnichannel vs. LTV

**+90%**  
Top of Mind Awareness vs. control group

**+80%**  
Ad Recall (CTV HomeScreen)



# Summary

**1. Premium placement**

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**2. Incrementality**

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**3. Competitive pricing**

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**4. Seamless booking**



# Thank *You*

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October 2025