

Navigating the CTV/OTT marketplace

Where and how voters “watch TV” is increasingly fragmented and complex. Navigating the CTV/OTT landscape requires a deep knowledge of the platforms, publishers, and ad networks that make up the streaming ecosystem.

At Rising Tide, our team of digital-native media planners and ad ops specialists are experts at combining the right inventory, targeting, and buying options to create a media strategy that leverages the power of CTV/OTT to reach your target voters effectively and efficiently.

Get in touch:



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Inventory

The availability of CTV and OTT inventory has exploded over the past few years, providing multiple points of entry for advertisers.

Platforms

Gaming consoles



Smart TVs



Streaming devices



Publishers

Cable networks



Broadcast networks



Live TV streaming



Subscription video on demand (SVOD)



Ad-supported video on demand (AVOD)



Ad networks

Demand Side Platforms (DSPs)



Supply Side Platforms (SSPs)



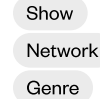
Linear TV extension



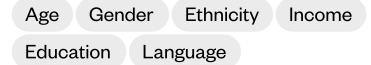
Targeting

CTV targeting combines the complexity of digital with the impact of TV, and includes everything from deterministic matching and automated content recognition to precise geographic targeting and content verticals.

Content



Demographic



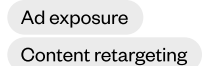
Geographic



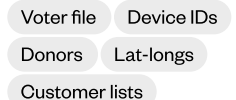
Audience or content specific networks



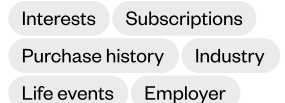
Automated content recognition (ACR)



1st party data



3rd party data



Buying

Advertisers can work directly with publishers or buy CTV programmatically.

