

EBOOK SERIES

# TV IS MORE THAN TV

## PART 3

### DON'T BELIEVE EVERYTHING YOU SEE ON TV

Busting the five biggest myths of buying  
CTV inventory

# KEY TAKEAWAYS

In this short ebook you'll find out:

- ▶ Why every screen is different - and why you need to make sure you're getting what you pay for
- ▶ Why claims about CTV fraud are significantly overstated (and what you can do to minimise the fraud that does exist)
- ▶ What different routes to buying CTV inventory exist and what your options are
- ▶ How to do frequency capping in a way that increases ROI across all your channels.

# INTRODUCTION

It used to be simple. The TV was the largest screen in the house. You knew what shows were on by looking at the schedule and you knew (approximately) who was watching from the ratings. Then it was just a case of buying as many slots to hit the demo you wanted as your budget would allow.

Okay, so maybe it was a bit more complicated than that. But compared to today, TV was a cinch.

Nowadays, TV is a multichannel, multiplatform, multi-device conundrum.

By watching video on their mobiles, their laptops, their tablets and their connected TVs, consumers are generating the kinds of data that media buyers of old could

only dream of. But connecting all that data together, digging out the insights, and then activating them in unified campaigns that reach audiences across all the things that now count as TV is really, really tough.

And getting your TV strategy right is what this ebook series is all about.

In our first two ebooks, we look at how marketers could [get more from YouTube](#) and TV's evolution [into a performance channel](#).

In the third installment, we'll be looking at the knotty issue of TV inventory and debunking the five biggest myths out there about buying TV supply.

**Sound good? Let's dive in...**

EXPERT INSIGHTS

## Bridging the gap between TV and digital

TV buying is more complex than it's ever been, with ever more options for data, supply, targeting and measurement. If you're interested in getting up to speed with the latest trends and best practices, why not book an **MiQ Unlocked session?**

FIND OUT MORE



MYTH

01

## “EVERY SCREEN IS EQUAL”

Probably the single biggest change in TV over the last few years (certainly, from a consumer perspective) is that TV hasn't just become a multi-platform experience - it's multi-device too.

But just because you can deliver ads during TV shows that might be streamed on a TV, a mobile phone, or a tablet, doesn't mean that all those things are equal. The type of device you're showing your ad on should affect both the ad you want to display and the cost for doing so.

The source of this myth is in the (perhaps sometimes cheekily deliberate) conflation of OTT content and CTV content. But they're not the same. CTV content is internet-delivered TV content shown on the actual-biggest-screen-in-the-house TV, whereas OTT content is internet-delivered TV content displayed on any screen or device.

This becomes a problem for marketers when buying 'bundled' TV inventory (a combination of both CTV and OTT). Then, it becomes highly likely that their kick-ass brand ad is being seen on the biggest screen in the house far less than they'd like, and they're paying over the odds for mobile video inventory.

The truth is, your buying strategies need to take into account the content, the device and the delivery platform for each line item, not just because it reduces the chance of you being ripped off, but because they all lead to different kinds of marketing outcomes. For instance, if you know someone has seen your full brand ad six times on the TV, you might want to follow up with the five second version on mobile with a more direct call to action.

Buying in bundles and treating every screen equally doesn't give you that option.





## “CTV INVENTORY IS FRAUDULENT”

Make no mistake. For every new addressable channel offering new opportunities for marketers to reach consumers, there will be fraudsters and bad actors trying to insert themselves in the process to make money illegally. It's an issue our whole industry needs to keep treating with the utmost seriousness.

But, all of which said, the idea that the CTV space is rife with fraud is overblown. In fact, the nature of TV inventory means it's less vulnerable to fraud than other addressable channels because all the data is stored at a server-level rather than client-side, so there are more protective rings around it by default.

The concerns around CTV and fraud really seemed to kick off around the start of the pandemic. More people were staying home and watching TV - especially CTV - which led to higher demand that, in turn, attracted the fraudsters. And it's true, there were some worrying numbers around that time. For instance, between Jan and April 2020, DoubleVerify detected a 161% year-on-year increase in fraudulent CTV ad impressions, while a 2020 Pixelate report

found that 20% of programmatic OTT and CTV inventory was made up of invalid traffic.

But, these scary figures need placing in a bit of context. Specifically, we need to separate pre-bid fraud, the fraudulent or 'spoof' CTV inventory that fraudsters are attempting to use to scam advertisers, from post-bid fraud, the actual fraudulent inventory that gets through the net.

The reality is, a huge amount of spoof inventory gets spotted and filtered out before it can con anyone. And the industry is getting much better at this process. In fact, during the period May 2020 to April 2021, the global CTV fraud rate actually fell 12% year-over-year, making up a mere 0.4% of traffic.

Partly, this is because the legitimate CTV marketplace is scaling much more than the bad actors, but it's also due to the extra protections warranted by such scaling: things like the increased adoption of pre-bid avoidance solutions like blocking wrapper tags and platform certifications are now doing much more to keep CTV fraudsters at bay.

The final point to make is that fraud isn't something inevitable and out of your control. There are ways to buy CTV and OTT inventory that significantly reduce the chance of you getting ripped off. At MiQ, for instance, we always buy through private marketplaces rather than on open exchanges, as it's much harder for fraudsters to insert themselves in the buying processes.

## “YOU CAN ONLY BUY PUBLISHER X’S INVENTORY FROM PUBLISHER X”

One of the big factors you have to deal with in the CTV space is that inventory is available from a whole range of publishers: Vizio, Hulu, Roku, Amazon Prime and so on.

This seems like it’s a headache for marketers because they need separate buying strategies for each different publisher, and it makes things like frequency capping much more difficult (see Myth 4).

But here’s the thing is, it’s a complete myth that you can only buy a given publisher’s inventory directly through that publisher. For instance, if you want to buy Hulu inventory, there are four ways of doing it:

- ▶ You can buy directly from Hulu
- ▶ You can buy from a network like NBC that streams on Hulu
- ▶ You can buy from a different platform like Roku that has Hulu inventory available on its own service
- ▶ You can buy by working with a company like MiQ, through our existing CTV inventory partnerships.

Now, it’s true that these ways of buying aren’t equal. Generally speaking, buying inventory directly from Hulu will be the

cheapest option, while buying through a company like ours will tend to be more expensive.

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### What you save in upfront cost, you tend to sacrifice in control.

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But, what you save in upfront cost, you tend to sacrifice in control. If you buy through a company like MiQ, for instance, all the inventory will be in private marketplaces that offer additional layers of intelligence (and security). And that means you get more insights for targeting, optimisation, and measurement. But that comes with a slightly higher price tag than more direct buying methods.

As ever, it’s about choosing the right thing for your campaign - and there’s rarely a one-size-fits-all solution that’s always 100% correct. Most likely, marketers will want to experiment with a range of buying options to find out what’s optimal. But it’s vital that you know all the options available so you can make the smartest decision.

MYTH

# 04

## “FREQUENCY CAPPING IS IMPOSSIBLE”

This myth ties directly to the myth above, and the notion that if you're buying from loads of different platforms separately, there's no effective way to do frequency capping as it's too hard to track and measure users as they move between platforms.

But, as we've already seen, you don't have to buy inventory publisher by publisher and platform by platform - and you don't have to buy directly at all.

If you work with a programmatic partner (*knowing-marketing-wink*), you can buy CTV and OTT inventory in more or less the same way that you buy other addressable inventory via DSPs. And, once all your CTV buying is happening in a central location, it means frequency capping isn't just possible, it also leads to more effective strategies in general.

For instance, we have a planning and buying tool called Intelligence Hub which means we can compare and contrast delivery effectiveness across different platforms, increasing and decreasing spend as necessary, but also glean insights into the way different audiences consume different content across different platforms.

That means we can get a much clearer idea of what your high-value prospects look like, then use household level frequency capping based on IP addresses to make sure we spend more on underexposed audiences while making sure not to overspend on the people who've already seen your ad a whole bunch across different platforms.





MYTH

05

## “TV ISN’T AFFECTED BY THE DEATH OF COOKIES”



As the digital ad industry wrestles with the phasing out of third-party cookies and other personal identifiers, there might be cause for some TV advertisers to think “well, at least I don’t have to worry about that.”

The bad news is, it’s not quite so simple.

While it’s true that CTV targeting has never relied on cookies, it doesn’t mean TV advertising will be unaffected by the move towards a more privacy-focused digital ad environment.

For starters, and as we alluded to above, CTVs currently rely on IP addresses as their identifiers. Though there’s no date set in stone for when the use of such personal identifiers will be over, it’s almost certainly a ‘when’ rather than an ‘if’.

And, if we look at the broader OTT picture, things like the sunset of Apple ID tracking are already underway and changing the way we buy mobile video.

That’s all without the biggest point of all: in this connected world, no channel exists in a vacuum. Things like CTV retargeting rely on closing the loop between the ads your customers see on their screens and the other addressable environments like desktop and mobile that are adapting to the cookie-free world.

TV marketers need to be just as aware of all the changes underway in the identity landscape as every other digital marketer. And that means having a plan for testing and optimizing things like authenticated and contextual data to inform connected omnichannel campaigns.

## Improve your reach, frequency and marketing outcomes with MiQ Advanced TV

The world of TV is changing. Viewership across screens and channels continues to fragment and this makes your job more challenging as you need to navigate a fragmented ecosystem of disparate data sets and complex supply paths.

Delivering cost effective reach and frequency across TV is only getting harder.

But, with MiQ Advanced TV, you can achieve better outcomes in this evolved world of TV – whether you’re looking for mass reach or measurable actions, or both.

We provide access to data from more TV viewers than any other partner via our

multiple automatic content recognition and set-top-box data partnerships across markets, and connect it to over 150 other data feeds, for richer content, campaign and competitor insights to help you improve your reach and frequency and make your investments go further.

Our agnostic approach to supply partnerships gives you access to diverse, debundled and transparent TV and video inventory across open and closed platforms; and by applying the same principles to TV as we do to digital, we can measure and optimize TV exposure towards real-world outcomes.



MiQ ▶ ADVANCED TV

# DON'T BELIEVE EVERYTHING YOU SEE ON TV

Compared to other addressable channels, CTV is still pretty new. As an industry and a discipline, we're still in the exciting, agile stage where there's a lot of stuff being figured out. And because of that, there's room for myths, distortions and misunderstandings like the ones above to creep in.

What there's no doubt about is this: the opportunities for addressable TV are absolutely huge. With the pandemic and lockdowns rapidly accelerating the widespread consumer adoption of CTV and OTT viewing habits, the pace of acceleration is exhilarating.

But, because the landscape is new and growing quickly, it can be more of a challenge to navigate. If you're looking for a partner who can help you connect all the different pieces of the new TV world together, and to make sure you're making the most of your TV advertising while staying on the right side of these myths, we'd love to chat.

GET IN TOUCH



MORE FROM OUR CONTENT

## CRISIS? WHAT CRISIS?

We're in the midst of the biggest shift in the way digital advertising works since it was invented. And that's all because of what's changing in the world of identity.

This short ebook is a good way to get started in staying on top of the changes, understanding the evolving solutions, and knowing how it all fits together.

READ NOW



**MiQ** BETTER  
CONNECTED  
MARKETING