



**GOING FROM AVERAGE TO WINNING:
ADVANCED TV (CA)**

WHAT YOU'LL LEARN

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DATA SOURCES

Unless otherwise stated, all the data in this report is pulled from MiQ's TV data sources. You can see more detail here.

There's nothing better than winning - especially when it comes to Connected TV (CTV). To help marketers activate their winning mode, we show how to achieve the best cost efficiency, frequency efficiency, and operational efficiency - and why it's so important.

See how your CTV campaigns will go from average to winning with MiQ.

THE LATEST CTV NEED-TO-KNOW

Streaming viewership is off the charts

28.3 million users in Canada are already using CTV, and this is set to grow to 30 million by 2027. MiQ's TV Intelligence platform shows that 87% of Canadian CTV users now include streaming content as a part of their viewing experience.

Video impression share is soaring

While most other major devices are seeing a decrease in digital video impression share, CTV has grown by 6%. For major DSPs, video impression share can even be as high as 51%. And YouTube is also growing in popularity, with 73% of Canadians set to watch YouTube at least once a month by 2025.

AVOD is becoming more popular

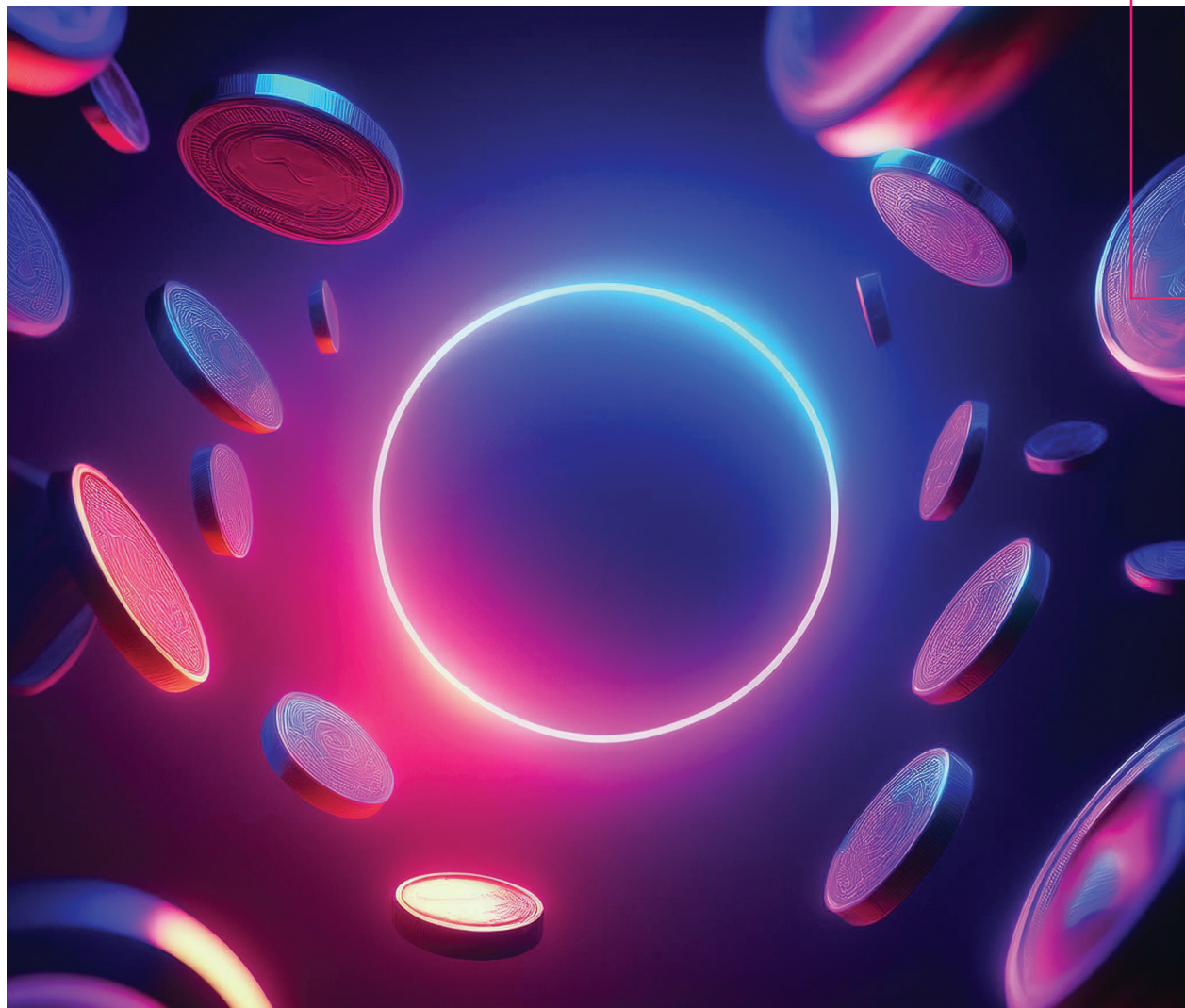
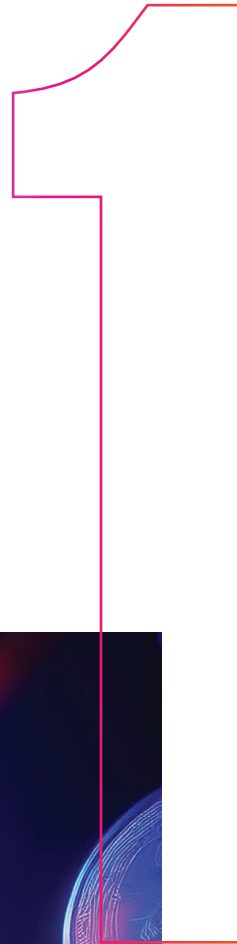
Advertising-based video on demand (AVOD) is taking Canada by storm, with 59% of the population already exposed to AVOD services. AVOD ad revenue also surged by 13% in 2024, and this is set to grow by an additional 26% by 2027.

Ad spending isn't keeping up

While CTV ad spending increased by 11% in 2024 (from 2023), it's not keeping up with the growing popularity of CTV. Why? Our 2023 report found it comes down to concerns around cost, measurement and transparency.¹ Low marketer confidence leads to average outcomes.

¹ MiQ's 2023 Behind the Screens Report (CA)

How to achieve better cost efficiency

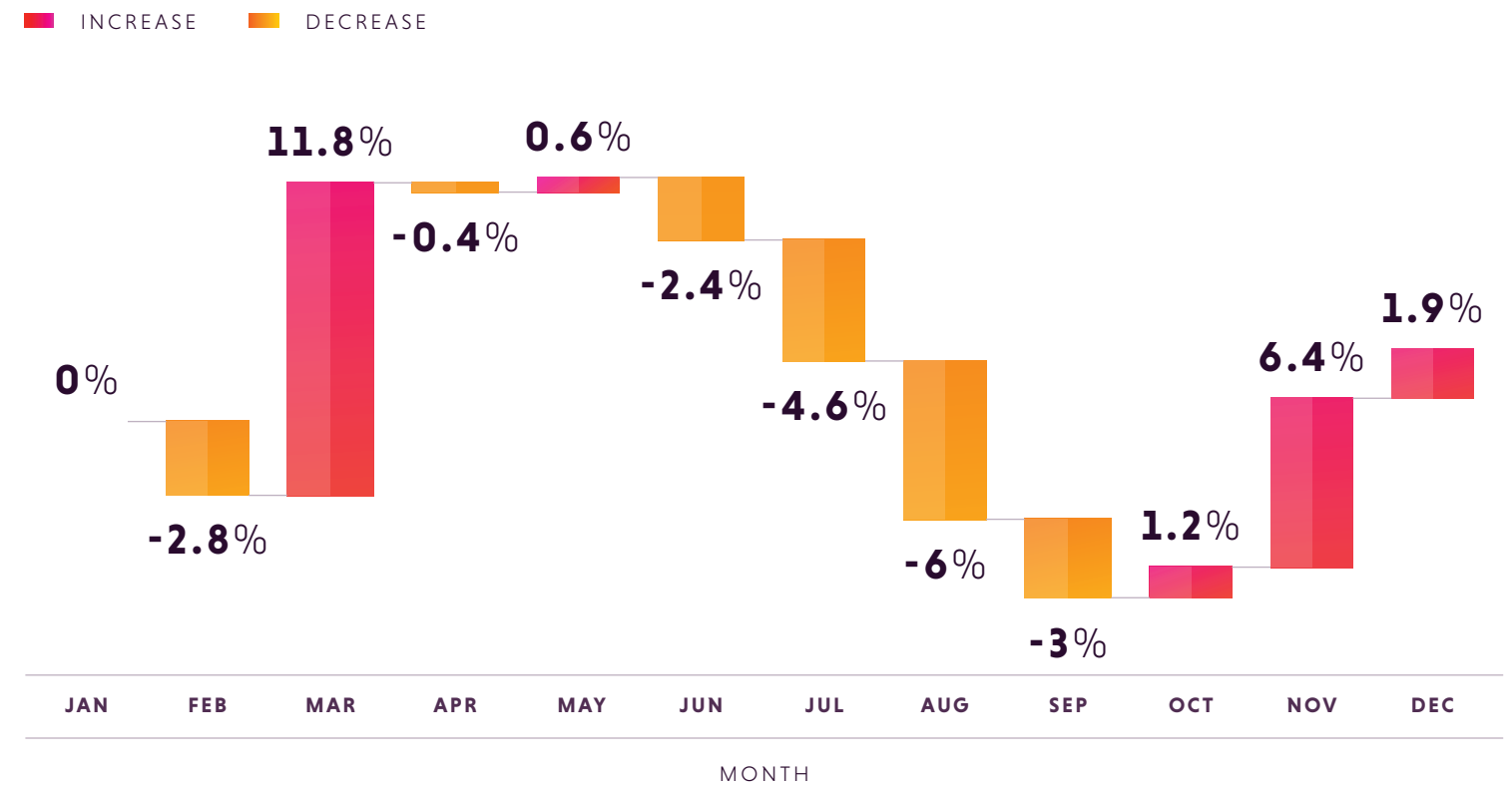


IT'S EASY TO END UP WITH AVERAGE

Depending on the holiday season and sporting calendar, TV cost-per-thousand-impressions (CPMs) can vary drastically. During the last quarter of the year (the holiday shopping season), CPMs rise across almost every single device. And compared to the previous 2 weeks, the 2024 Olympics saw impressions rise by 25.7%, and CPMs rise by 10.8%.

And while many advertisers just consider YouTube part of their digital video strategy, YouTube is becoming a big TV player. In fact, 40% of MiQ's Canadian YouTube ads are already served on CTV.

2023 CA TEMPORAL CPMs



TAKE A WINNING APPROACH

To minimize waste, maximize performance, and make the most of your budget throughout the year, you need to:

- **Understand your audience:** The more you know about your audience, the more successful your targeting will be.
- **Include YouTube:** It provides a similar viewing experience to linear TV and CTV, but YouTube offers lower CPMs and more dynamic creative opportunities.

WE'RE PROVEN TO BE BETTER

We're really proud to have industry-leading media efficiency. The proof? **Our media CPMs are 38% more efficient** than DSP private marketplaces, and **6% more** than open exchange. For an insurance client, we used an audience targeting strategy and drove **5x more conversions**.



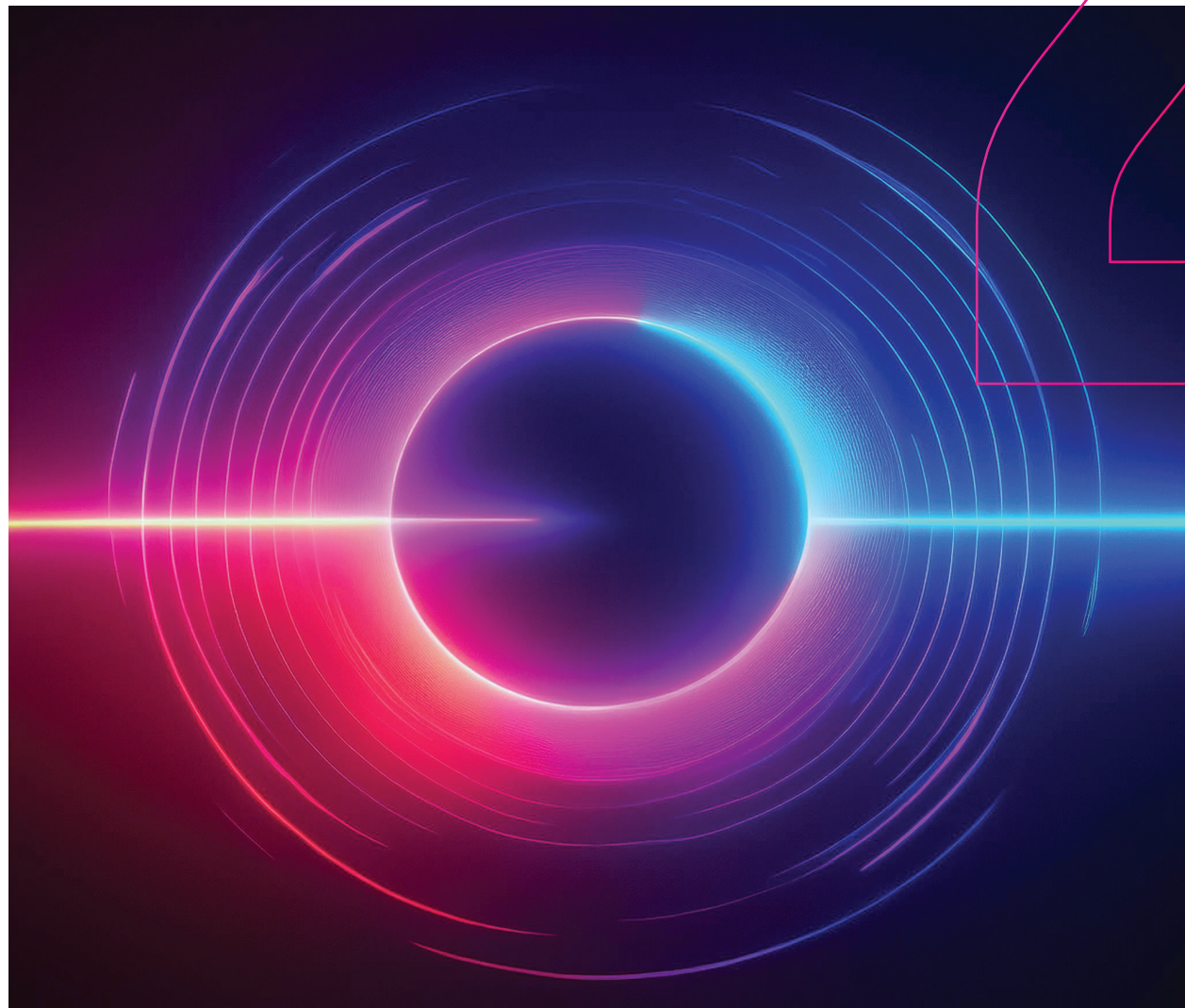
ACTIVATE YOUR WINNING MODE WITH MIQ

*"**MiQ's TV Intelligence** is powered by the world's largest and most diverse TV data footprint. In a single platform, you can get to know your audience in detail. You'll learn everything from the shows they watch and the apps they use (including YouTube), to the screens they prefer and the time they tune in. With these insights, you'll easily **hone in on your audience** and quickly **react to changing viewing behaviors.**"*

RACHEL FOSKETT
VP, GLOBAL PRODUCT MARKETING



How to achieve better frequency efficiency



IT'S EASY TO END UP WITH AVERAGE

Over half of Canadian advertisers measure CTV campaign effectiveness by reach/frequency. But this is harder to achieve now that the average Canadian household subscribes to 3 connected TV apps. And with so much app overlap, buying from publishers directly means you might actually be buying the same audience again and again.

Ultimately, this can lead to over-saturation, and your most valuable audience might actually be under-exposed. App overlap wastes your budget, and your campaign's potential.

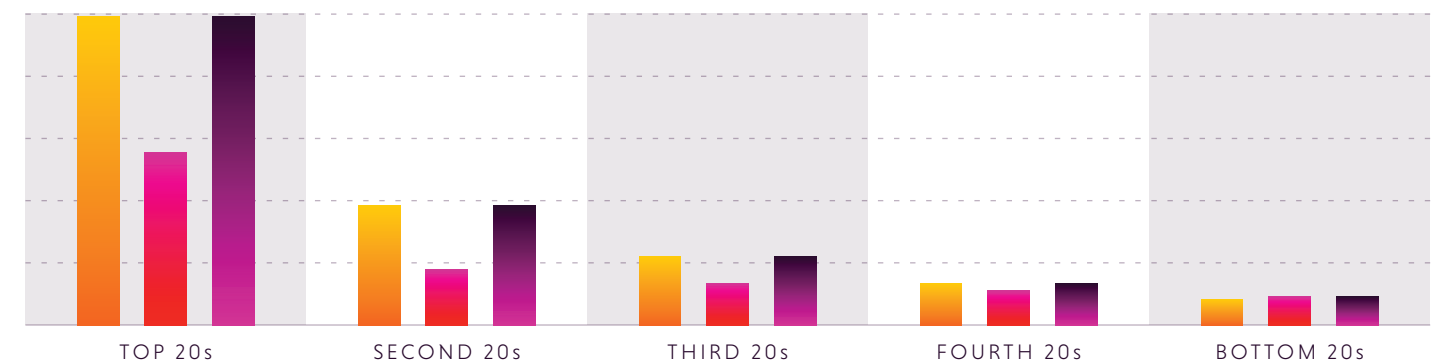
TAKE A WINNING APPROACH

To achieve the right frequency balance and gain more reach, you need to:

- **Minimize app overlap:** This will help to balance your frequency, and your budget.
- **Understand the detail:** When you split your audience into quintiles (as the graph displays), you'll be able to see how to smooth your frequency curve - focusing on the most under-exposed audiences.

DSP AVERAGE POST-IMPRESSION HOUSEHOLD OVERLAP

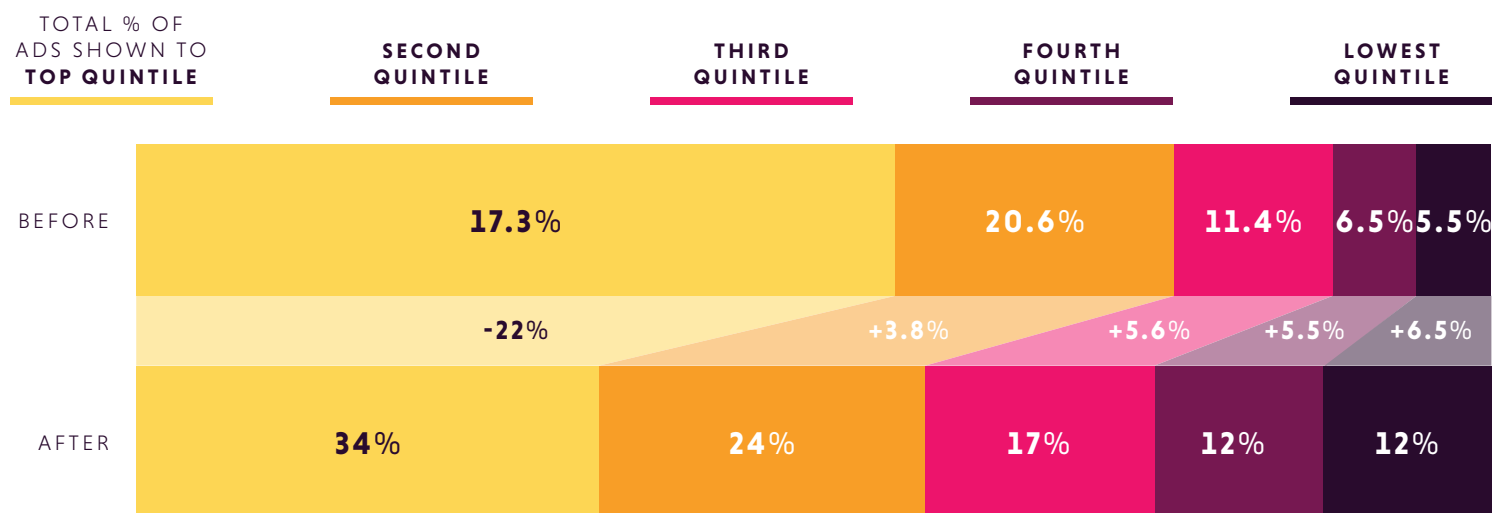
■ LINEAR TV ■ OTT ■ LINEAR TV + OTT





WE'RE PROVEN TO BE BETTER

For one of our clients, we increased reach to the most under-exposed households by **6.5%**, and we reduced the frequency of ads to over-exposed households by **22%**.



ACTIVATE YOUR WINNING MODE WITH MiQ

*"Managing reach across platforms is much easier with MiQ's TV Intelligence platform. It gives media buyers a complete view of their audience across every touchpoint. By pinpointing over and under-exposed households, we deliver ads where they matter most. **Every dollar will work harder for your brand, and your ad spend will go much further.**"*

MOE CHUGHTAI,
GLOBAL HEAD OF ADVANCED TV



How to achieve better operational efficiency



IT'S EASY TO END UP WITH AVERAGE

Typically, publishers only provide 15% to 20% transparency on TV campaigns. With so much fragmentation to navigate, it's no surprise that 25% of Canadian advertisers² say inventory and placement transparency is a major challenge.

Demand-side platforms (DSPs) can skew towards their own inventory paths or supply partnerships, rather than client outcomes. There's also a huge 42% price difference between the cheapest and most expensive DSPs. And even once you pick the right DSP, there's the path your ads take to reach the viewer.

With complex carriage rights and intermediaries to also navigate, achieving the best supply path optimization relies on proper allocation, deal negotiation and trader expertise.

TAKE A WINNING APPROACH

To achieve truly efficient campaigns that you can trust, you need to:

- **Gain app bundle transparency:** With a better understanding of the apps and shows your ads are running within, you'll get the best out of your campaign - and budget.
- **Use the right data:** Use supply data as well as DSP data to pick the best platforms, and optimise for the best supply path.

WE'RE PROVEN TO BE BETTER

We provide around **95% app bundle transparency**, which is **9% better than market average**. When it comes to intermediaries, our number of supply paths to a domain is just **1.7** (against the industry average of **59**), and only **8.11%** of media cost we run goes via intermediaries. We're also working to make our supply **100% direct only**, and we're helping platforms and publishers improve content signal transparency, mapping processes and reporting.

² MiQ's 2023 Behind the Screens Report (CA)

ACTIVATE YOUR WINNING MODE WITH MiQ

*"When it comes to data, supply, platforms and partners, our expert trading team takes an agnostic approach. Our technology seamlessly connects an entire ecosystem, helping our traders to de-bundle untransparent deal IDs, make unbiased decisions and achieve the best supply path optimization for your campaign. (Not the platforms' pockets.) Solving fragmentation, you'll achieve **unparalleled performance, true transparency and the best deals.**"*

ATUL SAURABH,
GLOBAL VP OF PRODUCT



5 reasons why we're leaders in Advanced TV

We don't have your average technology, data or expertise:

- 1** [MiQ's TV Intelligence](#) is the industry's only **complete view** of audience, campaign and competitor intelligence across linear, streaming and YouTube.
- 2** We have the world's **largest and most diverse TV data footprint** globally. This is powered by **6.4 trillion** video consumption signals, and Automated Content Recognition data from more than **3.3 million Canadian TV sets**.
- 3** We have the broadest access to CTV supply, with access to 3 leading CTV exchanges, **280 feeds** and **765 billion** annual commercial impressions across **12 leading DSPs**.
- 4** Our proprietary technology seamlessly **connects an entire ecosystem of data, supply, platforms and partners**. It effortlessly crunches over **140,000** distinct TV viewership signals per household.
- 5** Our award-winning **Performance Engine** is powered by AI models that drive **greater efficiency, control and engagement**, leading to third-party verified marketing outcomes.

[Discover more about MiQ's Advanced TV solutions.](#)

