



# Channelizing the power of Connected TV

A quick-start guide to unlock value with CTV  
advertising in India

▶ ADVANCED TV

# THE FUTURE OF TV IS CONNECTED

TV is the titan of the advertising industry in India; it's the most effective medium for brands to tell their story and demonstrate their value on a national scale. With over 40% of total ad spends<sup>[1]</sup>, TV is the biggest advertising medium, but digital is catching up fast. Driving this growth is a shift in video viewing habits, fueled by access to a variety of content across devices and the low cost of smart TVs.

Programmatic has enabled the automation of TV media buying to allow marketers to launch, experiment, and optimize their campaigns faster. Automated content recognition (ACR) technology is being used to make TV ads more personalized and targeted. The Connected TV (CTV) ecosystem has opened up new opportunities for marketers and media planners to combine the power of programmatic with data analytics to drive incremental reach and make an impact on the big screen.

As with any emerging advertising medium, CTV comes with its own complexities, and to succeed, marketers must experiment by including it in their media plans, measure the impact, and pivot to a data-driven media strategy.

This quick-start guide aims to provide marketers with an understanding of the CTV ecosystem in India and a few tips for creating a robust CTV advertising strategy.

We've also shared the invaluable perspectives of media luminaries on CTV and its growth potential. I hope you will find it worth your time.



**SIDDHARTH DABHADE**  
Managing director,  
MiQ India, China and SAARC

# THE CTV OPPORTUNITY IN INDIA

Advertising spends on CTV in India are projected to grow from \$86 million in 2023 to \$395 million by 2027 at a 47% CAGR<sup>[2]</sup>. CTV affords the promise of a rapidly expanding audience, cumulative cross-channel impressions, digital measurement, and access to affluent households that are harder to reach via linear TV.

## THE SCALE UP POTENTIAL OF CTV

- India has over **210m** TV households with **900m** TV viewing individuals<sup>[3]</sup>
- India is expected to be the third **largest TV advertising market by 2024**<sup>[4]</sup>
- TV households in **rural markets have outpaced growth in urban markets**

**+80**

**MILLION**  
addressable users

**+20**

**MILLION**  
households

**4X**

**GROWTH**  
by 2025

**31%**

**ANNUAL INCREASE**  
in viewership

**35%**

**HOUSEHOLDS**  
are cord-cutters

## CTV GROWTH DRIVERS

- TV viewing habits are shifting towards streaming: AVOD, BVOD & SVOD
- Increasing smart TV penetration and boom in OTT content
- Demand for personalized ads and protecting consumer privacy

## INDUSTRY VIEW

### WHAT IS YOUR OUTLOOK ON THE GROWTH OF CTV IN INDIA?



India is set to be the third largest TV market globally by 2024. As TV consumption evolves, so does TV advertising, and CTV is all set to transform the way India consumes TV. Access to a wide variety of digital content spanning entertainment, sports, news, etc. is driving CTV's growth. CTV provides advertisers with an array of integration opportunities across the TV and digital ecosystems, allowing brands to connect with their audiences in a personalized way to drive impactful media outcomes.

**Prasanth Kumar**  
CEO - South Asia at GroupM



CTV households are expected to double over the next two years. CTV's success is based on three key factors: the seismic rise of digital brands, low data costs, and increasing smart TV penetration. CTV is uniquely positioned between large-format dominance and the power of digital measurement.

**Rana Barua**  
Group CEO - Havas India

[3]- BARC estimates 2020  
[2] and [4]- Changing Landscape of Indian Television 2022 by GroupM Finecast and Kantar



# POWER UP YOUR VIDEO CAMPAIGNS WITH CTV



- ▶ CTV is the only way to reach cord-cutters and cord-nevers on the big screen
- ▶ CTV enables data-driven planning, targeting and measurement
- ▶ Drive incremental reach and retarget users across multiple devices
- ▶ Experiment with interactive creatives like shoppable ads or QR codes

## INDUSTRY VIEW

### HOW CAN BRANDS UNLOCK MORE VALUE FROM CTV ADVERTISING?



CTV plays a crucial role in building an addressable TV ecosystem. With its sharper targeting capabilities and ability to deliver the brand message to a captive audience in a clutter-free environment, CTV is a very effective medium for advertising. Brands seek CTV to run longer ad formats that are cost-effective and build audience engagement. Brands are looking at CTV as an extension of TV, and as cord-cutters evolve, integrated TV planning would be the wayforward.

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#### AND ARE YOU SEEING MORE INVESTMENT IN CTV?

At Havas Group India, we are strongly recommending our clients invest in CTV. Currently, investments are more skewed toward live events (sports & non-sports). We are seeing at least 30% of OLV budgets now being discussed for CTV.

**Rana Barua**  
Group CEO - Havas India

## THE TV ECOSYSTEM IS BECOMING MORE COMPLEX

With a wide variety of OTT content available to consumers, broadcasters and media companies are adding CTV inventory to diversify their portfolios. More CTV ads will be served programmatically in 2023, ushering in a new era of TV buying. So as brands and advertisers look to diversify and improve their campaigns, they need to consider a data-driven, audience-first approach to their TV strategy.

# GUIDE FOR THE MODERN MARKETER

We've put together these points to help marketers and advertisers tap into the power of CTV



## TAKE A 360 APPROACH TO VIDEO PLANNING AND ACTIVATION

In a fragmented TV ecosystem that commands high CPMs, advertisers often buy inventory in silos, leading to skewed targeting, ad waste, and different reporting metrics across platforms.

1



### UNIFY INVENTORY BUYING ACROSS PLATFORMS

Marketers should look at an integrated approach to video planning, campaign activation, and measurement to maximize reach.

### LET PROGRAMMATIC EMPOWER YOUR STRATEGY

Programmatic enables inventory access and activation across CTV, OTT, and YouTube. Your programmatic partner must combine your first-party data with TV insights to drive cross-channel campaigns, unified measurement, and reporting capabilities to achieve optimal reach, sharper targeting, omnichannel activation, and cross-channel measurement insights.

### YOUR PROGRAMMATIC CTV PARTNER SHOULD HAVE

- Data and analytics expertise to combine TV and audience data
- Curated inventory from multiple platforms with brand safety
- Omnichannel activation and measurement capabilities

## INDUSTRY VIEW

### HOW ARE YOU BREAKING DOWN SILOS BETWEEN YOUR TV AND DIGITAL PLANNING TEAMS?



We advise our clients based on a holistic view of video. While digital is where most of the budgets are moving and programmatic is where it is getting executed, TV is still an integral part of our plans. Our strong in-house data and analytics team does its due diligence before the recommendation is sent.

**Rana Barua**  
Group CEO - Havas India



Video planning has become integrated, but implementation remains in specialist silos. We have an experienced video planning team called TV+ that delivers reach at the lowest cost and optimizes spend across TV and digital. We've had a head start on making integrated video planning, but our implementation skills, i.e., TV planning using BARC YUMI and programmatic CTV, remain specialized in the TV and digital domains.

**Vikram Sakhuja**  
Group CEO, Madison Media



## PIVOT TO AN AUDIENCE-FIRST AND DATA-DRIVEN CTV STRATEGY

TV advertisers today have more targeting options than ever before, so knowing who is watching what on TV is challenging. The surging amount of data sitting across multiple siloed platforms makes CTV media buying and activation complex.

### PILOT WITH INSIGHTS ON YOUR AUDIENCE

Advertisers can combine probabilistic, deterministic, and TV viewership data to build a smarter CTV strategy. Start with broad targeting and refine as you gain more knowledge about which creatives, days of the week, times of day, or types of content that deliver the strongest performance.

### PIVOT TO ADVANCED TARGETING AND RELEVANCE

CTV devices typically gather viewing behavior or identity by tracking what content people see using automated content recognition (ACR) technology. Marketers should connect their first-party data with TV data to better understand audience interests and viewing behaviors to engage their target groups with relevant messaging.

## PRO TIP

Hyper-segment your CTV ad campaigns for particular audiences by creating a series of customized spots for each target audience based on their interests and behaviors. Let India's cultural and language diversity reflect in your campaigns.

## MAC Cosmetics reached half a million affluent households in India with a 97% video completion rate

### GOAL

MAC wanted to drive incremental reach and awareness by countering linear TV ads by its competitors

### SOLUTION

MiQ helped build and target relevant audiences for MAC by mapping their TV behaviors. We identified content played on smart TV screens using ACR data to gather viewership insights across linear TV, OTT, and set-top boxes.

[CLICK HERE](#) TO FIND OUT MORE

We partnered with MiQ for their expertise in CTV; they helped us reach cord cutters, delivered insights, measurement, and frequency efficiency unheard of in traditional TV advertising.

**Karen Thompson**  
India Brand Head, MAC Cosmetics



SUCCESS STORY

## TARGETING CAPABILITIES IN CTV

### CROSS-DEVICE TARGETING

Based on device attributes

- TV make & model, screen size
- Gaming console or Streaming stick
- Newly activated TVs & ISPs

### GEO TARGETING

Target states, cities or zip codes

### RETARGETING

Target your prospective audience to convert impact into sales

### CONTENT & CONTEXTUAL TARGETING

Sports, Infotainment, Lifestyle, Entertainment, News, Music, Movies etc.

## GET CREATIVE WITH ENGAGING AD FORMATS

Engage audiences with memorable messaging, strengthen loyalty and drive consideration with eye-catching creatives. The top CTV ad formats to try are:

- Native Display banners on TV homepage & app store to drive reach & visibility
- Home screen takeovers to boost awareness with engaging AV experience

### Innovate beyond video

- Promote apps or video content through sponsored tiles with QR codes
- Build custom landing pages to further engage ad exposed audiences



## MEASURE THE MOST IMPACTFUL METRICS

CTV enables advertisers to go beyond reach and awareness. Modern marketers can measure TV's ability to drive customers to a website or an app and understand the halo effect of TV on their marketing funnel.

### METRICS THAT MATTER

#### REACH AND ENGAGEMENT

- Impressions
- View through rate and View completion rate
- Clicks/scans in case of shoppable or QR codes ads
- Downloads and subscriptions (if promoting an app)

#### BRAND LIFT MEASUREMENT

- Awareness
- Ad recall
- Purchase intent
- Consideration
- Message association

## Driving higher engagement and brand lift with an integrated OTT and CTV approach

We helped a global homeware brand boost brand awareness and drive incremental reach with our unified OTT and CTV approach.

### BRAND LIFT OF CTV ADS

- **19% LIFT** in brand awareness
- **11% LIFT** in brand favourability
- **10% LIFT** in purchase intent

#### IMPACT:

Through our unified OTT and CTV campaign approach we used insights from our OTT campaign to achieve 2X higher engagement in the CTV campaign.

In 2022, we launched India's first brand lift study on CTV ads in partnership with MiQ and Samsung ads, which revealed that CTV is poised for phenomenal double digit growth in brand uplift.

**Rana Barua**  
Group CEO, Havas India

DOWNLOAD OUR CTV BRAND LIFT REPORT [HERE](#)

## CONCLUSION: ADD CTV INTO YOUR MEDIA MIX

### Plan how to reach your highest value audiences

With our TV planning tool, you can get converged linear and Connected TV insights, as well as audience and demographic insights.

### Drive incremental reach and manage frequency

Understand who your linear TV buy is missing and expand your reach on household screens with Connected TV.

### Measure the impact of your campaign

Gain access to metrics like reach and frequency optimisation, brand insights, offline outcomes, performance, and more.

## THE MIQ DIFFERENCE



Incremental reach



Frequency management



Brand safe



Real-time optimization



Cross-device measurement



Low cost point-of-entry



Targeting capabilities

## THE MIQ EDGE IN CTV

At MiQ, we understand the power of Connected TV and we have the right people, the right technology, and data science expertise to help your campaigns succeed, enabling you to close the loop on reach, frequency, and outcomes.

### Curated inventory access

Get unified access to premium inventory and measurement across the CTV and OTT ecosystems with our partnerships with Samsung Ads, Jio TV, Amazon, Airtel TV, TCL, Pubmatic, Magnite, Ottera and Adsolut Media.

OTT: Zee5, SonyLiv, Hotstar, Voot, MX Player, Amazon FireTV & SunNXT.

### Go beyond YouTube

YouTube has over 467m users in India. The massive reach, combined with other market-leading data sets including ACR data, channel and video lever data from the YouTube API, and more, means your YouTube campaigns can generate incredible ROI – when done right.

[Read our ebook](#) on maximizing your YouTube campaign ROI with smarter data strategies.

### We work with Samsung Ads in India

give you access to native display inventory with Samsung TV data captured with ACR technology to help you build and target viewership-based audiences for your campaign.

[Read more](#) about our partnership with Samsung Ads.



Connect with us at [helloindia@miqdigital.com](mailto:helloindia@miqdigital.com) to learn more about MiQ's Advanced TV solution.