



MANSI Media
The Newspaper & Digital Advertising Authority

CTV PMP Guide

Overall spend in CTV is rising. Global CTV impressions served programmatically grew 207% in 2020.¹

CONNECTED TV

Basis CTV PMP offerings include first party, demographic & contextual data targeting. For additional targeting, use Basis to layer on 1st/3rd party data (using cross device) or contextual data to streamline your target audience.



TOP FIVE AVAILABLE AUCTIONS

FREEWHEEL
A COMC

xandr  telaria

 RHYTHMONE
spotXchange

CTV PMP PARTNERSHIPS

- A&E Television Networks
- ABC
- Amity Corporation Ltd
- Bloomberg L.P
- ButacaTV
- Cheddar
- CNET Media Inc
- DailyMotion .com
- Discovery
- Communications
- EMX Digital LLC
- ESPN Internet Ventures
- Fox News Network LLC
- FreeWheel
- fuboTV Inc.
- Hulu LLC*
- InMobi
- Media Convergence
- Group Inc.
- NBCUniversal Media LLC
- Nexstar Digital LLC
- RhythmOne
- Roku Inc.
- Rubicon Project
- Scripps Networks Interactive Inc. (national)
- Sling TV L.L.C
- Smart Adserver
- Sony Pictures
- Entertainment Inc.
- SpotXchange Inc
- Targetspot Inc.
- Tastemade Inc.
- Telaria
- The E.W. Scripps Co.
- ThisOldHouse.com
- Trion Interactive
- Triton Digital
- Tubi Inc.
- Twitch Interactive Inc.
- Univision Communications
- Verizon Media
- Vevo LLC
- Viacom
- Vitor Media
- VIZIO Inc.
- WarnerMedia

For more information, contact help@mansimedia.com.



¹Source: Andrew Bluestein, Adweek's programmatic reporter; Q2 2011



CONNECTED TV

OTT CAPABILITIES TO CATAPULT YOUR CREATIVE

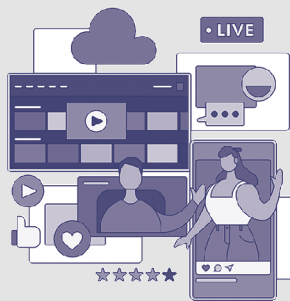
The Connected TV Opportunity

U.S. Connected TV Users¹ (millions and % of population)

2019	2020	2021	2022	2023
195.1MM (59.1%)	201.7MM (60.7%)	206.7MM (61.7%)	210.7MM (62.5%)	214.4MM (63.2%)

Nearly
98 MILLION
households
have a CTV
device.

CTV BENEFITS



Expanded Audience

Reach multiple co-viewers at once and layer a new device into your media mix.

Accurate Attribution

Cross device capabilities reach 1st Party retargeting and 3rd Party data segments with CTV inventory.

Premium Inventory

Engage with in market audiences in a brand safe environment.

Memorable Ads

Fewer ads and less clutter allow your creative message to stick.

Full Screen Viewability

Capture audiences' full attention with limited skipping options

Basis Connected TV Inventory

APPS & NETWORKS



PREMIUM DISTRIBUTORS



CTV SSP



For more information, contact help@mansimedia.com.



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¹Source: eMarketer, 2019