



STREAMING TV TRENDS & OUTLOOK

# The Streaming TV Playbook

Winning Strategies for Marketers in a Shifting Advertising Marketplace

REVISED FOR 2025

PREMION

BIA | ADVISORY SERVICES



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# Executive Summary

Consumers have fully embraced streaming for its convenience, choice, and control, making Connected TV (CTV) the fastest-growing advertising channel. As a result, CTV has quickly evolved into a powerful full-funnel advertising medium, with BIA projected local ad spend on CTV/OTT reaching \$3.6 billion in 2024 including \$1 billion in Political spending — a 52.2% increase from the prior year.\*

Consumers now have access to more streaming TV options than ever before, and virtually every streaming provider has launched an ad-supported streaming option. All signs point to an ad-funded model being the driving force for the future of streaming, with free ad-supported streaming TV (FAST) channels spearheading this movement.

We developed this white paper to examine the fast-evolving CTV marketplace trends, vertical industry opportunities, and advertiser priorities in the planning, buying, and measurement of CTV advertising. Viewing on CTV – whether on smart TVs or other streaming devices – accounts for most of the streaming TV screen time and ad spending. Thus, CTV is the focus of our report, as this is where most media buyers look within the OTT ecosystem to complement their traditional TV ad spending.

## Key Takeaways for CTV Advertisers Include:

- + **Local Relevance:** Local advertisers now have access to sophisticated audience targeting and advanced measurement capabilities, previously reserved for national and big brand advertisers.
- + **Brand Safety:** Brand safety remains critical for advertisers and CTV is emerging as a smart and secure choice, offering advertisers the ability to align with trusted, premium content.
- + **Combating Ad Fraud:** Advertisers need to ensure that they're choosing trusted providers that are committed to continued vigilance in ad fraud protection.
- + **A Total TV Strategy:** By combining CTV and linear TV advertising as part of a Total TV strategy, advertisers can reach viewers regardless of how they watch, gaining access to a larger total audience.
- + **Advanced Targeting:** Marketers can leverage sophisticated data-rich approaches like intender and persona-based targeting to reach precise audiences in their CTV campaigns, driving both brand awareness and performance goals.
- + **Full-Funnel Measurement:** Marketers now have access to advanced measurement tools that provide accurate insights into campaign outcomes across the customer journey. These tools measure reach extension, brand lift, website visits, and can link CTV viewership to in-store and online sales.
- + **Multifaceted Buying:** Advertisers have more choices when buying CTV advertising, from managed services for simplifying campaign execution to programmatic buying for improved efficiency, with many adopting a multifaceted approach to leverage both workflows.
- + **Transparency:** Advertisers need to know what they are buying and where their ads are running to ensure their campaigns reach the right audience on the right platforms.





# State of the Market

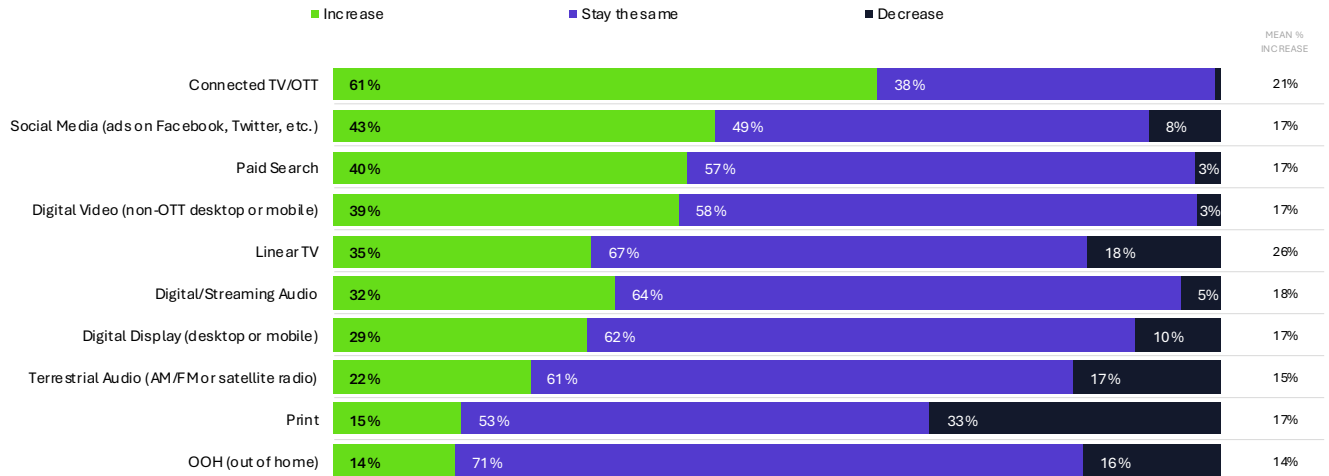
2024 emerged as a standout year for advertising, driven by tentpole sporting events and the elections, with CTV attracting more ad dollars than ever before. As brands compete for audience attention, CTV's precision targeting and measurable outcomes make it an invaluable channel for advertisers seeking to maximize reach and engagement.

## Investment and Optimism in CTV on the Rise

Our [2024 CTV/OTT Advertiser Study](#), conducted in partnership with Advertiser Perceptions, revealed key insights into the concerns and priorities of marketers and agencies regarding CTV sentiment, spending, and strategy.

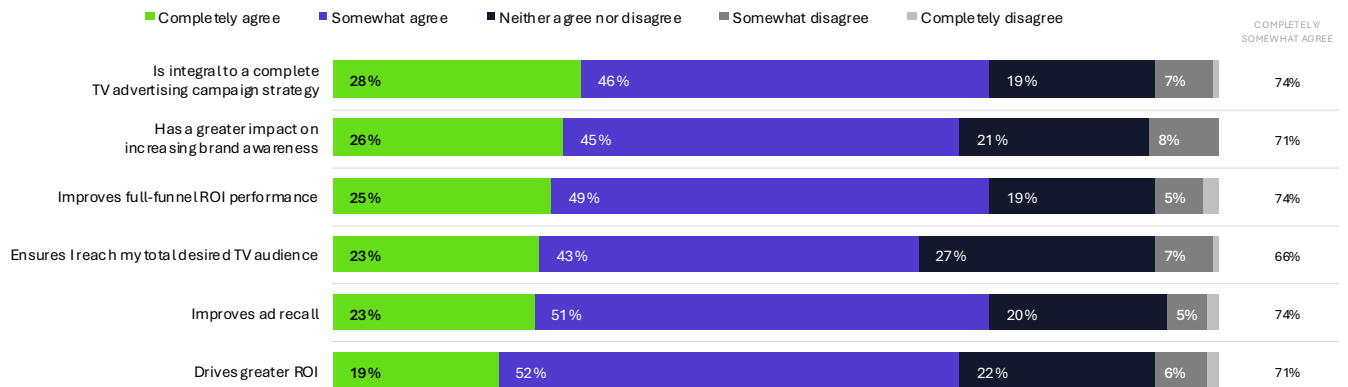
**What We Found:** Investment and optimism in CTV are on the rise. An impressive 61% of advertisers using CTV/OTT plan to increase their spending, with an average growth of 2.1%. This shift signals growing confidence in CTV/OTT's value and effectiveness, driven by key advantages like achieving full-funnel objectives (41%), reaching a highly engaged opt-in audience (40%), and precision audience targeting (38%). Among those increasing CTV/OTT ad spend in 2024, a whopping 74% are reallocating budgets from digital, social media, or linear TV, while 26% are tapping into new ad budgets to fuel this growth.\*

**Spending Change in 2024 vs 2023**  
(Sorted by Increase)



CTV is becoming a core part of a Total TV strategy, with a growing trend towards an integrated buying approach across linear TV and digital teams. Our study found that more than half (56%) of CTV/OTT budgets are now managed by integrated or hybrid buying teams. What’s more, four out of five (80%) CTV/OTT advertisers see streaming as an extension of their linear TV strategy. Additionally, seven in ten CTV/OTT advertisers agree that combining linear TV with CTV advertising enhances full-funnel ROI (74%), improves ad recall (74%), and boosts brand awareness (71%).\*

**Agreement with Statements About Combining Linear TV & CTV/OTT**  
(Sorted by Completely Agree)



On another front, advertisers have more options for buying CTV advertising, from managed services for simplifying campaign execution to programmatic buying for improved efficiency, with many adopting a multifaceted approach that leverages both. Our study found that 50% of CTV/OTT advertising will be purchased programmatically in 2024. This flexibility allows advertisers to choose programmatic, managed services, or a hybrid approach based on their workflow preferences.\*

Furthermore, free ad-supported streaming TV (FAST) services are rapidly growing, becoming a central hub for diverse viewers. FAST platforms stand out for their wide variety of content—from classic TV shows and movies to niche genres. Their strong consumer appeal lies in their accessibility, offering high-quality entertainment for free, which makes them a popular choice for consumers experiencing subscription fatigue and seeking value.

# BIA Local CTV/OTT Advertising Forecast

The growth of local ad spending in streaming TV has been fueled by several key industry trends. These include expanded content distribution on FAST platforms, enhanced audience targeting and advanced measurement capabilities, and the introduction of more premium inventory—thanks to major players like Netflix, Disney+ and Amazon entering the ad-supported streaming space. And, of course, increased audience viewership has played a major role in driving this growth.

BIA estimates that the local streaming TV market reached \$3.6 billion in local ad spending in 2024, including \$1 billion in political candidate and issue ad spending. In 2025, without the added benefit of political spending, local CTV/OTT spending will reach \$2.9 billion for a 13.7% YoY growth. Growth will continue through 2026 at 8.5% (without political) for a CAGR (compound annual growth rate) of 11.1% from 2024-2026.

Nationwide Local CTV/OTT Ad Spending (000s)	2023	2024	2025	2026	2027	2028	2023-2028 CAGR
CTV/OTT (without political)	\$2,311,271	\$2,561,650	\$2,912,067	\$3,159,582	\$3,358,006	\$3,550,791	9.0%
YoY Growth		10.8%	13.7%	8.5%	6.3%	5.7%	

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.

## Methodology:

BIA’s local advertising forecast includes 16 traditional and digital media platforms in 96 different business verticals in each media market. “Local” audience advertising sales include buys specifying local and regional markets. Local spending is broken out into national/regional/local buyers investing in ad inventory in a specific market.

BIA’s definition of CTV and OTT streaming video is based on the display device. CTV (Connected TV) advertising targets TV sets displaying long-form, premium video content streamed over the Internet. OTT (Over-the-Top) streaming video advertising is long-form, premium video content streamed to Internet connected devices other than TV sets such as PCs, tablets, and mobile phones.

**Connected Television (CTV)/Over-the-Top (OTT) Media:** All revenues generated from locally targeted advertising included on streaming video delivered to TV sets or other screens (such as phones, tablets, computers, etc.) via Internet connections and includes both IP set-top boxes that receive signals from digital video ad servers (and widgets on them) as well as USB and HDMI multimedia devices.





# Retail

INDUSTRY VERTICAL CLOSE-UPS

Retail advertisers are increasingly focused on maximizing spend efficacy and driving sales conversion, leading them to allocate more of their ad budgets to performance marketing.

CTV advertising allows retail marketers to dive deep into measuring outcomes, from tracking website visits to connecting CTV viewership with sales through advanced attribution. This level of insight helps retailers truly understand the ROI of each impression, making CTV a valuable channel for retail marketers.

This shift towards CTV is validated by a recent MRI-Simmons November 2024 Cord Evolution study, which reveals that 89% of people who have shopped online or visited malls/shopping centers in the past six months are ad-supported CTV/OTT viewers. Furthermore, 50% of ad-supported CTV/OTT viewers remember advertised products when they're shopping.\*

# 89%

of people who have shopped online or visited malls/shopping centers in the past six months are ad-supported CTV/OTT viewers

# Retail

## CASE STUDIES

### Contributing to the Best Sales Year for a High-End Jeweler

A high-end local jeweler, known for its exclusive designs and craftsmanship, sought to boost post-pandemic sales and reach new customers. PREMION launched a targeted CTV campaign using precision intender and geographic targeting while measuring reach extension and website attribution.

The campaign targeted fine jewelry intenders, including women 45+, younger women 25-64, and adults 45+, all within a 20-mile radius. A sports-focused audience was also targeted with geographic precision.

PREMION extended reach by connecting with new CTV/OTT audiences not reached through linear TV, while measuring incremental impact. The campaign's effectiveness was proven by tracking website visits within 7 days of ad exposure, demonstrating strong engagement.

As a result, the jeweler experienced their biggest sales year ever in 2023. The campaign drove incremental reach, with 80% of the households reached through CTV/OTT never seeing a local TV spot. It also drove 1,558 website visits, with 75% occurring within the first 3 days of exposure, highlighting strong audience qualification. PREMION's campaign successfully reignited customer interest and delivered meaningful results.

### Driving Sales for a Furniture Retailer across Several Markets

A burgeoning regional furniture retailer sought to drive brand awareness and boost sales across multiple markets. PREMION executed a campaign that comprised precise targeting strategies focusing on home furnishing enthusiasts while measuring brand lift, website visitation, and sales.

As a result, we directly attributed 6.2K online and in-store sales within 30 days of exposure to the campaign generating \$5M in sales revenue with an average spend of \$809. In addition, the campaign drove 37K people to engage with the website within 7 days of viewing the ad. Among them, 2.2K (6%) added merchandise to their carts, validating the home-furnishing target audience was ready to take immediate action.

Leveraging both sales conversion attribution and website attribution for 8 regional furniture and mattress advertisers, PREMION delivered a 7:1 ROI driving 34,120 sales at a \$131 cost per sale within 30 days of ad exposure and 297,227 website visits at a \$15 cost per visit within 7 days of exposure.



# Retail

## BIA LOCAL ADVERTISING FORECAST

Retail remained the largest category for total local ad spend, with BIA’s U.S. Local Advertising Forecast projecting \$24 billion in 2024, staying flat compared to 2023. This reflects consumers' cautious spending amid ongoing inflation and high interest rates.

Looking ahead, we expect the Retail vertical to grow 6.8% in 2025, making it one of the Top 3 growth verticals. We see an overall 4.9% CAGR (compound annual growth rate) from 2024-2026.

BIA’s Retail vertical comprises 23 sub-verticals, including Department Stores, Book Stores, Electronic Stores, Furniture Stores, Pet Stores, and Mattress and Sleep Centers.

Retail Nationwide Local Ad Spending (\$000s)	2023	2024	2025	2026	2027	2028
<b>Retail</b>	\$23,790,087	\$24,006,467	\$25,645,255	\$26,421,749	\$27,935,730	\$27,750,804
<b>YoY Growth</b>	3.6%	0.9%	6.8%	3.0%	5.7%	-0.7%

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.

In 2025 BIA forecasts \$244 million in local CTV/OTT ad sales to Retailers, up 15% from 2024. This represents 0.9% of total Retail local ad sales. Growth will continue through 2026 at 9.6%, and 2027 at 7% for a CAGR of 12.3% from 2024-2026.

Retail Nationwide Local CTV/OTT Ad Spending (\$000s)	2023	2024	2025	2026	2027	2028
<b>Retail</b>	\$183,704	\$211,780	\$243,566	\$267,057	\$285,721	\$297,477
<b>YoY Growth</b>	17.4%	15.3%	15.0%	9.6%	7.0%	4.1%

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.

The highest-spending Retail CTV/OTT sub-verticals for 2025 are Furniture Stores, Home Centers, Clothing Stores, Mattress and Sleep Centers and Sporting Goods Stores.

Retail Nationwide Local CTV/OTT Spending by Vertical (\$000s)	2023	2024	2025	2026	2027	2028
<b>Furniture Stores</b>	\$32,703	\$38,053	\$43,542	\$47,618	\$51,005	\$55,012
<b>Home Centers</b>	\$24,907	\$28,233	\$32,756	\$35,902	\$38,470	\$39,565
<b>Clothing Stores</b>	\$19,788	\$23,202	\$27,421	\$30,124	\$32,484	\$32,392
<b>Mattress and Sleep Centers</b>	\$12,180	\$15,459	\$18,387	\$20,320	\$21,831	\$22,433
<b>Sporting Goods Stores</b>	\$10,419	\$11,117	\$12,599	\$13,094	\$13,841	\$14,525
<b>Electronic Stores</b>	\$8,941	\$11,058	\$12,519	\$14,699	\$15,474	\$17,270
<b>Department Stores</b>	\$7,455	\$9,301	\$10,873	\$11,974	\$12,943	\$12,453
<b>Other Home Furnishings Stores</b>	\$7,655	\$8,690	\$9,847	\$10,626	\$11,211	\$11,398
<b>Jewelry, Luggage, and Leather Goods Stores</b>	\$7,979	\$8,356	\$9,469	\$10,217	\$10,787	\$11,134
<b>Hobby, Toy, and Game Stores</b>	\$7,218	\$7,979	\$8,991	\$9,677	\$10,220	\$12,048
<b>Floor Covering Stores</b>	\$6,556	\$7,789	\$8,939	\$9,946	\$10,645	\$11,668
<b>Shoe Stores</b>	\$6,883	\$7,735	\$8,768	\$9,751	\$10,570	\$11,007

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.



# Automotive

INDUSTRY VERTICAL CLOSE-UPS

In the quest to reach relevant in-market car buyers, CTV advertising has emerged as a channel of choice for auto marketers looking to drive outcomes.

According to the MRI-Simmons November 2024 Cord Evolution study, 89% of people who own or lease a vehicle are ad-supported CTV/OTT viewers. Moreover, 90% of those planning to purchase a car in the next 12 months are ad-supported CTV/OTT viewers, and 19% of ad-supported CTV/OTT viewers like to get a new car every 2-3 years.\*

The availability of advanced targeting, measurement, and attribution capabilities is driving more auto advertisers to shift more ad dollars to CTV, as they can now measure the effectiveness of their campaigns in more precise ways and connect CTV viewership with vehicle sales.

# 90%

of those planning to purchase a car in the next 12 months are ad-supported CTV/OTT viewers



# Automotive

## CASE STUDIES

### Reach New Car and Truck Buyers for a Dealership in a Top 5 Market

Rebounding from post-pandemic inventory shortages, car buyers are now enjoying greater availability of a wider range of new cars and trucks, enticing dealer incentives, and the resurgence of discounts. An auto dealership in a top 5 market sought to reach potential car and truck buyers who hadn't previously considered them.

PREMION developed a comprehensive end-to-end streaming campaign, leveraging Polk audiences for precision automotive targeting while also measuring new car sales through our strategic attribution integration. We measured 10.8K website visits and 114 new vehicle sales, estimated to generate a minimum profit of \$456,000 from new cars sold.

### Driving SUV Sales for a Local Auto Dealership

A local dealership aimed to drive sales for their growing SUV inventory and measure the impact of their CTV campaign, including any sales lost to competitors. As a consultative, insights-driven partner, we helped them reach highly targeted auto intenders grouped by body styles like Sedan, Minivan, and SUV, while competitively conquering specific brands. Using our Polk Attribution solution, we also measured the number of new car sales influenced by the campaign.

By analyzing performance insights, we determined which creative message, each promoting a different car model, was the most effective in generating website responses. Through strategic targeting of the SUV audience, optimizing and making creative adjustments, we were able to elevate the dealership from the 6th position to the 2nd position in sales rank compared to competitor dealerships in just one month.

All told, the PREMION campaign drove 17 new car sales, a 112% Lift in vehicle sales versus non-PREMION exposed audiences. The dealership ranked #1 in sales for people exposed to the PREMION campaign and ranked #2 in overall attributed vehicle sales regardless of car brand/make. The campaign drove both interest and qualified leads to the website at a \$7.61 cost per website visit — 969 exposed website visits with 594 (62%) taking further action to visit individual vehicle description pages.

# Automotive

## BIA LOCAL ADVERTISING FORECAST

The auto industry is undergoing a shift, driven by lower interest rates, improved supply chains, and increased vehicle inventory. After years of supply chain issues and limited availability of new models, dealerships are now better equipped to meet consumer demand. This shift has led to more competitive pricing, with many dealers focusing on advertising specials to attract buyers and clear out their expanding inventories. As more models, especially SUVs and electric vehicles, fill the lots, dealerships are seeking new strategies to move units quickly while appealing to price-sensitive shoppers.

BIA’s U.S. Local Advertising Forecast projects the Automotive category will spend \$12.6 billion in 2025, representing a 5.2% increase from 2024. Automotive spend is forecast to grow 3.4% from 2025 to 2026, reaching \$13 billion in 2026, with an overall 4.3% CAGR from 2024-2026.

Auto Nationwide Local Ad Spending (\$000s)	2023	2024	2025	2026	2027	2028
<b>Automotive</b>	\$12,064,796	\$11,988,762	\$12,608,999	\$13,037,172	\$13,840,498	\$13,236,460
<b>YoY Growth</b>	6.8%	-0.6%	5.2%	3.4%	6.2%	-4.4%

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.

CTV/OTT ad spending in the Automotive sector will reach \$400 million in 2025 across the eight sub-vertical BIA platforms, or 3.2% of total Automotive local ad spending. Spending will increase to \$431 million in 2026 and \$456 million in 2027, a 10.2% CAGR from 2024-2026.

Auto Nationwide Local CTV/OTT Spending (\$000s)	2023	2024	2025	2026	2027	2028
<b>Automotive</b>	\$322,581	\$355,012	\$399,821	\$431,056	\$455,863	\$444,682
<b>YoY Growth</b>	22.5%	10.1%	12.6%	7.8%	5.8%	-2.5%

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.

Tier 3 New Car Dealers, Tier 1 Automotive Manufacturers (OEMs), and Tier 2 Local Automotive Dealers Associations account for a vast majority of CTV/OTT spending in the Automotive vertical for 2025 and beyond.

Auto Nationwide Local CTV/OTT Spending by Vertical (\$000s)	2023	2024	2025	2026	2027	2028
<b>Tier 3 - New Car Dealers</b>	\$97,816	\$105,917	\$119,184	\$128,926	\$136,706	\$137,158
<b>Tier 1 - Automotive Manufacturers (OEMs)</b>	\$92,008	\$102,749	\$115,603	\$124,584	\$131,400	\$125,079
<b>Tier 2 - Local Automobile Dealers Associations</b>	\$84,688	\$93,855	\$105,759	\$113,796	\$119,987	\$114,697
<b>Tires, Automotive Parts, and Accessories Stores</b>	\$17,277	\$18,843	\$21,213	\$22,302	\$23,520	\$24,041
<b>Tier 3 - Used Car Dealers</b>	\$12,546	\$14,037	\$15,886	\$17,346	\$18,454	\$17,762
<b>Other Motor Vehicle Dealers</b>	\$6,794	\$7,440	\$8,341	\$9,191	\$9,918	\$10,823
<b>Automotive Repair Services</b>	\$5,980	\$6,639	\$7,502	\$8,080	\$8,545	\$8,155
<b>Gas Stations &amp; Petroleum</b>	\$5,473	\$5,532	\$6,333	\$6,831	\$7,333	\$6,969

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.





# Healthcare

INDUSTRY VERTICAL CLOSE-UPS

Today's consumers are more health-conscious and focused on self-care, prompting healthcare marketers to rethink their media strategies and evolve their messaging to highlight improvements in patient experience.

Healthcare marketers are increasingly targeting this engaged CTV audience, which offers significant opportunities for reaching consumers with highly localized, contextually relevant ads. CTV's addressability allows healthcare businesses to target local audiences at scale, including by DMA, states, and zip codes, while combining geo-targeting with interests and behaviors.

According to the MRI-Simmons November 2024 Cord Evolution study, 88% of adults who go to the doctor regularly for check-ups are ad-supported CTV/OTT viewers. Additionally, 63% of ad-supported CTV/OTT viewers understand the importance of visiting a doctor when they feel ill, while 61% research treatment options on their own before asking their doctor about them. As a result, healthcare advertisers are capitalizing on the chance to engage a receptive streaming audience with messages about health, safety, and care.\*

# 88%

of adults who go to the doctor regularly for check-ups are ad-supported CTV/OTT viewers

# Healthcare

## CASE STUDIES

### Building Brand Preference in a Competitive Healthcare Market

A large healthcare organization with 300 locations and ten hospitals sought to enhance its brand perception in a competitive market dominated by a world-renowned research hospital. The organization turned to PREMION to engage key demographics across two major markets and demonstrate the campaign's effectiveness in improving brand preference.

The campaign used a precision targeting strategy to connect with consumers at pivotal life stages, from early family planning to specialized care later in life, strengthening brand relationships and preferences. PREMION measured key outcomes such as overall brand preference lift, preference compared to the competition, and increased preference among prospective patients and young adults.

The results were impressive: the campaign surpassed the world-renowned research hospital in brand preference, increased overall brand preference by 27%, and saw significant gains in key growth segments—27% among prospective patients and 19% among young adults aged 25-34.

### Driving Brand Awareness and Preference with Advanced Audience Targeting

For a large integrated healthcare system in a top 5 market, PREMION used Crossix targeting to reach specific audiences with neurology, cardiology, and oncology messaging. This advanced targeting strategy reached a 73% unduplicated audience that had not been exposed to the ad on linear TV, effectively extending the overall campaign's reach.

The PREMION campaign also delivered significant brand lift: a 29% increase in aided brand awareness, a 195% boost in brand preference, a 61% lift in brand consideration, and a 159% improvement in the brand attribute, "Doctors working here are experts in their field."



# Healthcare

## BIA LOCAL ADVERTISING FORECAST

The Healthcare sector increased its media investments in CTV/OTT by a large margin from 2022 to 2023 as a carry-over from the pandemic years. This rate of growth slowed in 2024, and we expect spending to continue increasing, but still at a lower rate than the pandemic years.

BIA’s Healthcare vertical comprises 8 sub-verticals which will spend \$12.6 billion in local advertising in 2025 and remain at that level through 2026, with a CAGR of 1.5% from 2024-2026.

Healthcare Nationwide Local Ad Spending (\$000s)	2023	2024	2025	2026	2027	2028
<b>Healthcare</b>	\$12,451,798	\$12,281,653	\$12,635,279	\$12,643,001	\$12,988,781	\$12,095,324
<b>YoY Growth</b>	4.0%	-1.4%	2.9%	0.1%	2.7%	-6.9%

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.

The increase in local CTV/OTT Healthcare ad spend from \$287.4 million in 2024 to \$325.4 million in 2025, for a 13.2% growth rate, was a continued vote of confidence in CTV/OTT audience targeting since its growth during the pandemic years. This represents 2.6% of total Healthcare local ad sales. By 2026, total Healthcare CTV/OTT spending will reach \$353 million for a 10.9% CAGR for 2024-2026.

Healthcare Nationwide Local CTV/OTT Spending (\$000s)	2023	2024	2025	2026	2027	2028
<b>Healthcare</b>	\$258,655	\$287,379	\$325,409	\$353,225	\$375,601	\$376,456
<b>YoY Growth</b>	21.3%	11.1%	13.2%	8.5%	6.3%	0.2%

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.

The highest-spending Health sub-verticals for CTV/OTT for 2025 are Hospitals, Offices of Physicians/ Dentists/ Chiropractors, and Pharmaceutical and Medicine Manufacturers.

Healthcare Nationwide Local CTV/OTT Spending by Vertical (\$000s)	2023	2024	2025	2026	2027	2028
<b>Hospitals</b>	\$99,737	\$109,315	\$123,475	\$133,422	\$141,394	\$150,843
<b>Offices of Physicians/Dentists/Chiropractors</b>	\$74,260	\$81,623	\$91,737	\$98,802	\$104,103	\$87,252
<b>Pharmaceutical and Medicine Manufacturers</b>	\$56,224	\$64,521	\$74,158	\$81,703	\$88,087	\$93,933
<b>Nursing and Residential Care Facilities</b>	\$12,499	\$14,248	\$16,140	\$17,540	\$18,789	\$20,453
<b>Health and Personal Care Stores</b>	\$7,196	\$7,995	\$9,065	\$9,823	\$10,389	\$10,515
<b>Offices of Optometrists</b>	\$3,618	\$4,269	\$5,017	\$5,646	\$6,193	\$6,532
<b>Personal Care Services</b>	\$3,410	\$3,783	\$4,284	\$4,626	\$4,889	\$5,171
<b>Veterinary Services</b>	\$1,711	\$1,627	\$1,534	\$1,662	\$1,756	\$1,757

Source: BIA U.S. Local Advertising Forecast, Issued March 2025.



# How CTV Advertisers Can Drive Brand & Performance Impact

The proliferation of ad-supported streaming platforms, including Free Ad-Supported Television (FAST) services, combined with sophisticated audience targeting and advanced measurement capabilities, has made it easier and more appealing for both linear TV and digital advertisers to reach new audiences through CTV.

In 2025, EMARKETER projects that 87% of U.S. households will be Connected TV (CTV) households\*, and 46% of daily TV time will be spent on Connected TV.\*\*

With viewers consuming content across multiple screens and platforms, how should local advertisers navigate an increasingly fragmented landscape — and what are the key considerations for an effective CTV advertising strategy?



## Embrace Growing Local Opportunities

With viewers watching content across multiple streaming platforms, local advertisers can no longer rely on placing ads on just one or two services to achieve the necessary reach and scale for an effective campaign. Working with a partner that reaches across platforms and providers is the optimal approach to seamlessly reach audiences at scale across the myriad of streaming services.

Local advertisers can now tap into sophisticated audience targeting and advanced measurement capabilities that were previously reserved for national and big brand advertisers. Additionally, they now have democratized access to premium CTV inventory, enabling local advertisers with varying budgets to compete on a more level playing field with national brands. To maximize these opportunities, partnering with trusted local experts is essential for navigating local market intricacies.

Given potential budget constraints, smaller local advertisers need to ensure their ad dollars are spent effectively in reaching local audiences at scale. They can now target audiences in more precise ways – whether by reaching in-market shoppers, applying persona-based targeting, or creating custom audiences – allowing them to minimize waste and maximize the efficiency of their advertising spend.

Additionally, advertisers are seeking increased localization and personalization in their campaigns, achievable through dynamic creative CTV ads. These dynamic ads offer a more engaging and relevant ad experience, such as showing nearby store locations or allowing viewers to scan a QR code for special offers and promotions. Such advanced functionalities are becoming more accessible for local advertisers, regardless of budget size.

**Key Takeaway:** Local advertisers can now leverage advanced targeting and measurement, premium CTV inventory, and dynamic creative to compete effectively with national brands, ensuring their ad dollars reach the right audiences at scale across multiple streaming platforms.

## Prioritize Brand Safety in a Fragmented CTV Ecosystem

Brand safety remains critical for advertisers, especially with rising concerns over AI-generated content on social media platforms. CTV is emerging as the smart and secure choice, offering advertisers the ability to align with trusted, premium content.

However, not all content is created equal—especially when navigating the fragmented streaming TV landscape. The rise of streaming TV options adds complexity, as advertisers face a variety of provider choices and media-buying workflows. Whether buying inventory directly, through a CTV advertising platform, or programmatically, advertisers must ensure they work with providers that carefully vet content to align their ads with brand-safe content.

Additionally, there's a misconception, especially among local advertisers, that smaller budgets limit access to premium, brand-safe inventory. However, premium CTV inventory is now available to marketers of all sizes. Advertisers should partner with a reputable provider with extensive direct connections to premium inventory to streamline media buying and achieve the necessary reach and scale. Equally important is ensuring that ad dollars are spent effectively on reaching real viewers—not wasted on bots.

### Here are Three Key Brand-Safety Considerations for CTV Advertisers:

- Work with providers who source inventory from premium, reputable publishers and trusted networks.
- Demand transparent accountability through detailed reporting that shows exactly where ad campaigns ran, down to each impression.
- Above all, look for the TAG Brand Safety Certified Seal of approval to ensure you're working with a provider that operates to a set of rigorous guiding principles to promote brand safety and combat piracy. This is the best safeguard to ensure transparent accountability and brand safety protection.

**Key Takeaway:** In a fragmented streaming TV landscape, advertisers must prioritize partnerships with trusted providers that offer premium, brand-safe inventory, transparent reporting, and proven safeguards to ensure ad dollars reach real viewers and protect brand integrity.

## Combat CTV Ad Fraud

Ad fraud remains a top concern for advertisers, with our 2024 CTV/OTT study revealing that 81% of advertisers are worried about ad fraud in their CTV/OTT campaigns, and 25% are very concerned.\* As more ad dollars flow into the rapidly growing streaming TV space, the prevalence of ad fraud is likely to increase within the ecosystem.

### Key Considerations for Ad Fraud Protection:

- Understand the supply path to the inventory you are buying and the fraud protection within it. Ask any agency or vendor to explain how their inventory is sourced and how they safeguard against fraud.
- Collaborate with trusted partners that ensure transparent accountability for your campaigns. Inquire about their measures to prevent fraud and their awareness of industry schemes.
- Gain full visibility into campaign performance by working with partners that provide transparent reporting down to the impression level to ensure you know exactly where your ads are running.

Advertisers should demand accountability from their agencies and providers — and look for the TAG Certified Against Fraud Seal of approval to ensure that they're choosing trusted providers that are committed to continued vigilance in ad fraud protection and providing known, trusted inventory supply paths. This is the best safeguard to ensure transparent accountability for campaigns and to protect your brand and investment from ad fraud.

**Key Takeaway:** To effectively combat CTV ad fraud, advertisers should prioritize transparency in their supply chain, demand accountability from their partners, and seek out providers with the TAG Certified Against Fraud Seal, ensuring they are investing in trusted inventory and implementing robust fraud protection measures.

## Integrate CTV as Part of a Total TV Strategy

As linear TV and CTV buys increasingly converge, advertisers must consider their entire audience. According to the MRI-Simmons November 2024 Cord Evolution study, 43% of U.S. households can now only be reached through streaming TV\*\* — and our 2024 CTV/OTT Advertiser Study found that more than half (56%) of CTV/OTT budgets are now managed by hybrid teams.\*

Marketers who are not yet integrating CTV as part of a Total TV strategy are overlooking a significant portion of their audience — and missing the opportunity to connect with today's diverse, fragmented viewers.

### Key Considerations for Building a Total TV Advertising Plan:

- Combine CTV and linear TV to reach viewers no matter how they watch—this broader approach enables advertisers to reach a larger, more complete, potential buying audience at scale.
- CTV offers a true TV experience while giving advertisers access to data-rich targeting and outcomes-based measurement to drive ROI and proof of performance.
- Partner with CTV providers that focus on reputable publishers and branded networks that match the quality of TV programming.
- Choose partners with proven capabilities to measure reach across both linear and CTV channels, ensuring campaigns connect with a largely unduplicated audience.

**Key Takeaway:** To maximize reach and engagement, advertisers should combine CTV and linear TV for a Total TV strategy, blending the immersive experience of big screen viewing with precise targeting and measurement to reach diverse, unduplicated audiences.

## Leverage Sophisticated Targeting Capabilities

Advertisers are already utilizing a broad range of CTV targeting capabilities beyond just location, interests, and behaviors. They're refining strategies to align with specific brand goals—from driving awareness through demographic or contextual targeting, to reaching in-market shoppers with intender targeting.

For increased precision, advertisers can tap into sophisticated persona-based targeting approaches to connect with consumers whose lifestyles match their brands or services. For instance, advertisers can work with some CTV providers that use an audience-first targeting approach which leverages audience personas, based not only on direct interests but also adjacent interests and behaviors, such as budget-conscious shoppers, young professionals, or outdoor adventurers. This gives advertisers additional relevant layers of targeting to capture potential customers missed by a narrower targeting approach.

To achieve effective targeting, partner with providers that have proven data-driven expertise across various vertical markets and established partnerships with top-tier data providers to curate custom audiences.

**Key Takeaway:** Advertisers can achieve campaign precision by leveraging sophisticated persona-based targeting in CTV, connecting with audiences that align with their brand through lifestyle-based interests and behaviors, driving more relevant and impactful results.

## Drive Performance Outcomes

In just a few short years, CTV measurement has evolved significantly. We now have sophisticated, full-funnel, and industry-specific measurement capabilities, providing advertisers of all sizes and in every industry access to powerful measurement tools. These tools enable accurate measurement of outcomes throughout the customer journey — from reach extension and brand lift studies to website visits and connecting CTV viewership to in-store and online sales. All of this offers valuable insights to truly understand the ROI of each impression within a campaign.

**Here are Several Measurement Strategies for Maximizing the Effectiveness of CTV Advertising:**

- **Full-Funnel Attribution:** Achieving full-funnel CTV attribution measurement is not only possible but also driving more investment from marketers. From reach extension measurement and brand lift studies to website attribution and sales conversion attribution, marketers can get the complete picture of campaign performance and track every touchpoint.
- **Industry-Specific Measurement:** Marketers across diverse industries set different brand and performance goals. Whether you're an automotive or travel marketer, there are industry-specific measurement tools to track KPIs, gain competitive performance insights, and drive effective and tangible campaign results.
- **Complete Campaign Measurement & Reporting:** Marketers face challenges when measuring campaigns from disparate media buys across multiple providers, each with varying measurement capabilities. Working with a single, premium CTV provider offers holistic, full-funnel campaign measurement and reporting without compromising audience reach and scale.
- **Outcome Measurement of First-Party Data:** Marketers place tremendous value on their first-party customer data for precision targeting and personalization. Advertisers can now uncover how custom audiences drive outcomes from incremental reach, brand lift, website visits and ultimately conversions.

**Key Takeaway:** Sophisticated full-funnel measurement tools now empower advertisers to track CTV campaign performance at every stage of the customer journey, from extended reach and brand lift to website attribution and sales conversion, offering valuable insights to optimize ROI and drive greater investment in CTV.



## Leverage a Multifaceted CTV Buying Approach

Advertisers have more options for buying CTV advertising, from managed services for simplifying campaign execution to programmatic buying for improved efficiency, with many adopting a multifaceted approach that leverages both. Agencies value programmatic for its flexibility, control, and cost-effectiveness, while advertisers with limited internal resources rely on managed services for expert guidance. Regardless of their workflow, the future of media buying lies in streamlining processes and delivering exceptional client service by offering a blend of programmatic and managed services to meet diverse needs and preferences.

**Key Takeaway:** To meet the diverse needs of advertisers, a winning CTV strategy offers a hybrid approach, blending the efficiency of programmatic buying with the expert support of managed services, enabling seamless campaign execution and greater flexibility.

## Choose Partners that Operate with Transparency

Transparency should be a given — advertisers must know exactly what they are buying and where their ads are running to maintain trust and achieve campaign goals. They should partner with providers that offer full visibility into campaign performance, down to the impression level, ensuring their ads reach the right audience on the right platforms.

By collaborating with trusted partners who prioritize transparency in their operations and measurement reporting, advertisers can make informed decisions, optimize campaign effectiveness, and maximize their return on investment.

**Key Takeaway:** For advertisers to build trust and achieve campaign objectives, partnering with transparent providers that offer detailed insights into campaign performance—down to the impression level—is essential for making informed decisions and optimizing return on investment.

# Conclusions

The trajectory of CTV advertising remains on an upward curve, driven by its effectiveness in delivering full-funnel outcomes. With greater access to brand-safe premium inventory, sophisticated audience targeting, and advanced measurement, advertisers are seizing CTV's growing opportunities to drive their businesses forward.

As more ad dollars flow into streaming TV, understanding FAST intricacies, prioritizing brand safety, and leveraging advanced capabilities to achieve outcomes take center stage. Partnering with trusted providers that can reach relevant audiences at scale is crucial to unlocking CTV's unmatched precision targeting, measurable impact and relevance.

With cutting-edge data, technology, and unmatched local expertise, PREMION is at the forefront of CTV innovation. Our proven track record empowers marketers and agencies to fully harness the power of CTV, effectively connecting with audiences and driving the outcomes that matter most.



## About BIA Advisory Services

BIA Advisory Services is at the forefront of local media analysis, creating and delivering unique data to examine traditional and digital advertising, advertiser trends and activities, local market profiles and station ownership/operational details. We offer comprehensive local and nationwide advertising research, competitive intelligence services and strategic and valuation consulting. Our forecasts and projections are easily accessible from our advertising dashboard - BIA ADVantage - that provides direct access to our comprehensive industry intelligence and quarterly briefings. For clients, our promise is to combine quality data with high-powered analytics to help them capitalize on new sources of revenue and make smart, better decisions faster.

Additional information is available at: [www.bia.com](http://www.bia.com)



## About PREMION

PREMION is a 16-time award-winning, industry-leading CTV/OTT advertising platform. With the scale to reach streaming TV viewers in all 210 US DMAs, PREMION provides regional and local advertisers with an end-to-end CTV/OTT advertising solution. Backed by local OTT experts covering every corner of the U.S., PREMION delivers campaign performance tailored to advertiser goals—prioritizing premium content, brand safety, advanced targeting, and measurable outcomes.

For more information, visit [www.premion.com](http://www.premion.com).