

Connected TV from Amobee

Media Kit April 2020



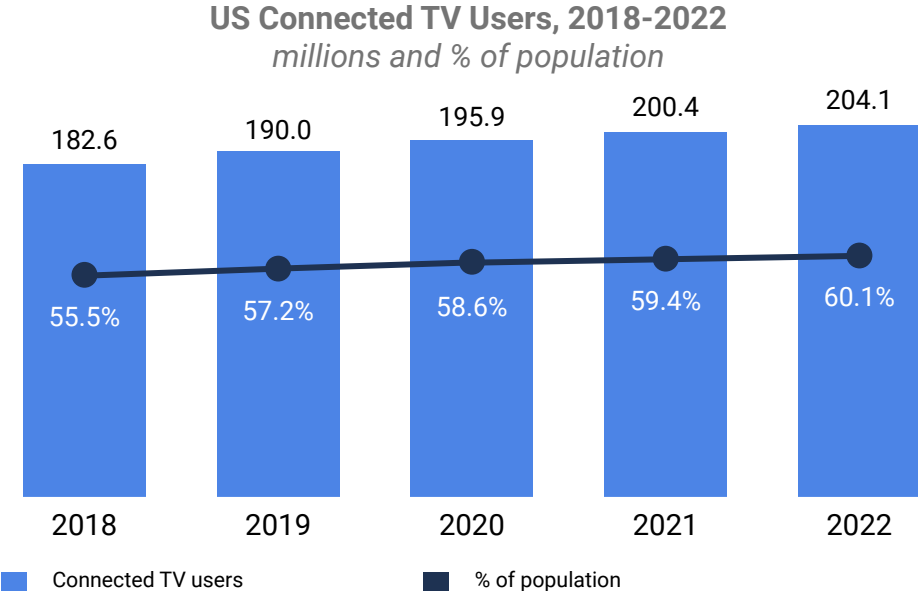
CTV is the fastest growing advertising channel

Reach precise audience on large screens

With 57% of viewers using CTV devices, advertisers are now extending digital buys to the big screen.

Note: individuals of any age who use the internet through a connected TV at least once per month

Source: eMarketer, July 2018



Amobee's end-to-end platform for CTV

Discover unique insights, activate on premium inventory, and optimize your audience in real-time



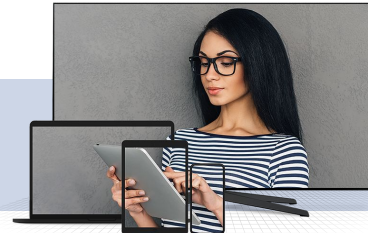
Discover
CTV Insights

*Brand Intelligence
with Smart TV Data*



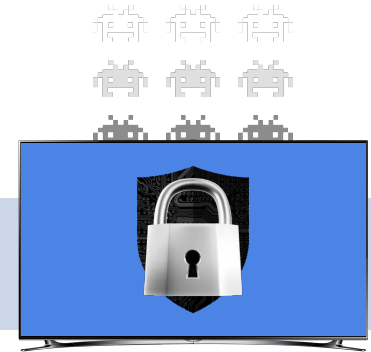
Activate
On Premium Inventory

*Premium Curated Inventory
and Private Marketplaces*



Optimize
Across All Screens

CTV Data Marketplace



Guaranteed
Fraud Free

*99% Fraud Free CTV
campaigns, guaranteed*

Discover CTV behaviors with Brand Intelligence

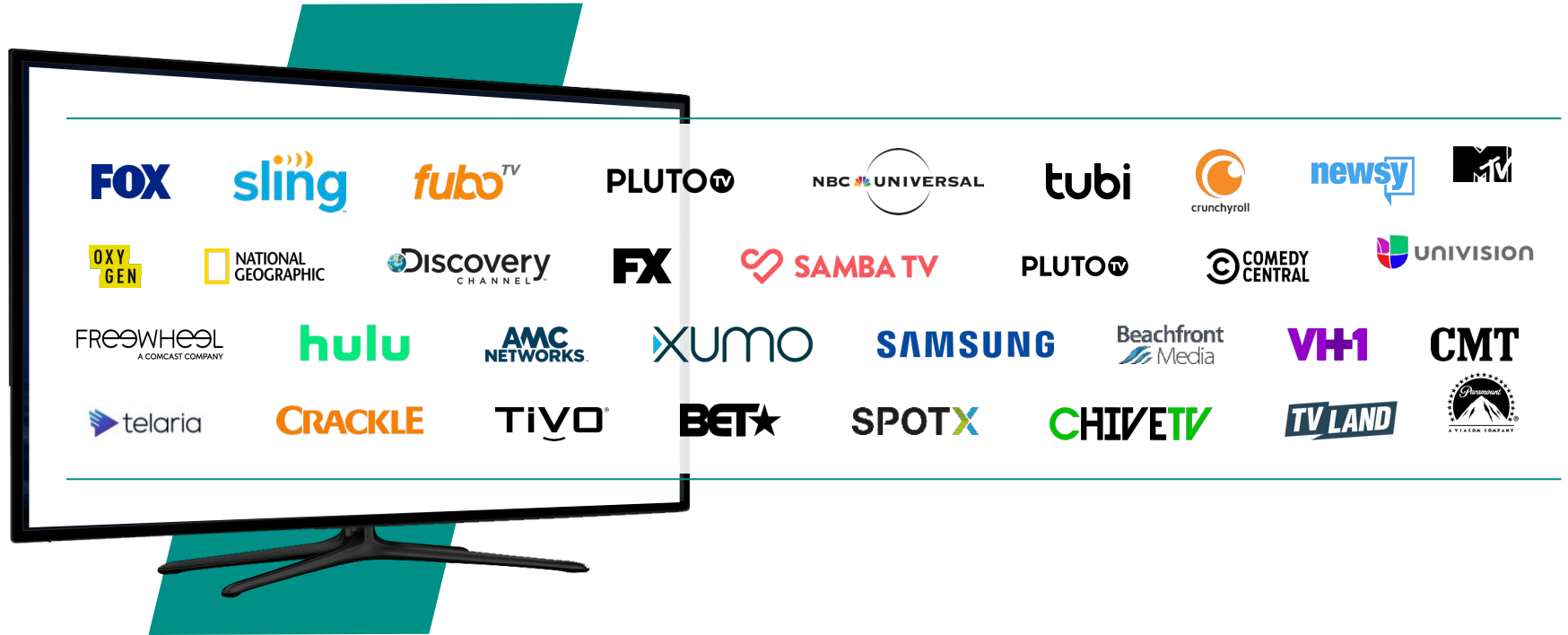
Amobee Brand Intelligence helps you identify insights such as user streaming affinities, consumption habits and ad exposure to extend reach and inform strategies.

- **Discover** new CTV audiences based on target markets, relevant topics and emerging trends
- **Identify** CTV content that resonate with your brand's positioning informing your media plan
- **Plan** with confidence and maximize the value of your budget across CTV inventory
- **Activate** segments optimized for CTV created from Brand Intelligence insights directly in Amobee's DSP



Define a custom audience and see what other CTV content they are watching

Activate on premium CTV inventory



Optimize across all devices with Amobee's CTV Data Marketplace

Activate the same audience across CTV and cross-screen digital campaigns with one of the largest data marketplaces for converged media.

- Access to 60,000+ audience segments from 60 providers including Oracle, LiveRamp and Lotame.
- Frequency cap CTV campaigns at the household level
- Cross screen media reach & frequency reports
- Brand impact reports
- Foot traffic analysis



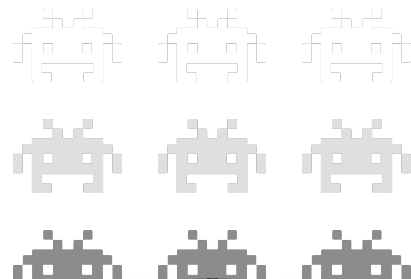
ORACLE® LiveRamp® LOTAME™

Guaranteed Fraud Free CTV

Target real humans

Amobee is dedicated to the fight against fraud and believes you should not have to pay for it.

With Amobee, only pay for CTV impressions deemed to be free from fraud including invalid traffic, device spoofing, and non-human traffic.



Partnered with



Coming Soon

MOAT DV



Connected TV specs

Ad Unit	Amobee CTV Video	Audio Time	Same as video length
Aspect Ratio	4:3 or 16:9 (preferred)	Audio Codec	AAC
Video Resolution	Minimum 640x360	Audio Data	96 kbps
Video Length	:15, :30, or :60	KHz	44.1 or 48
Max FPS	23.98 or 29.97	Bit	16
File Format	mov, flv, webm, mp4, mpeg	3rd party served	VAST (VPAID not accepted on CTV)
Max Total File Size	Highest quality source file; minimum 5MB, max 300MB	Minimum required controls	Controls = Play, pause, mute [volume to control to zero (0) output may be included instead of/in addition to mute control]
Bit Rate	1000 kbps min	Submission Lead-Time	Minimum 3 business days before campaign start
Video Codec (compression)	h.264 (mov/mp4), VP8 (webm), mpeg-2 (mpeg)		

Connected TV specs (cont.)

Ad Unit	Hulu CTV Video	Audio Time	
Aspect Ratio	16:9	Audio Codec	AAC
Video Resolution	1920x1080	Audio Data	192
Video Length	:15 or :30	KHz	48
Max FPS	29.97 or 23.98	Bit	16 or 24
File Format	mov or mp4		
Max Total File Size	10GB max		
Bit Rate	15-30 Mbps		
Video Codec (compression)	h.264		

Internal: If campaigns are running on Hulu, specs must meet the above requirements and managed-service trafficking is required in the ATV platform

Meet Amobee

A BETTER WAY TO CONNECT TV

Amobee is a world-leading independent advertising platform.

We empower brands, agencies and broadcasters to improve business results with advertising and media management solutions for the converging world.

[Get started with Amobee](#)



Let's talk about how CTV can elevate reach for all your campaigns.

Contact us today