

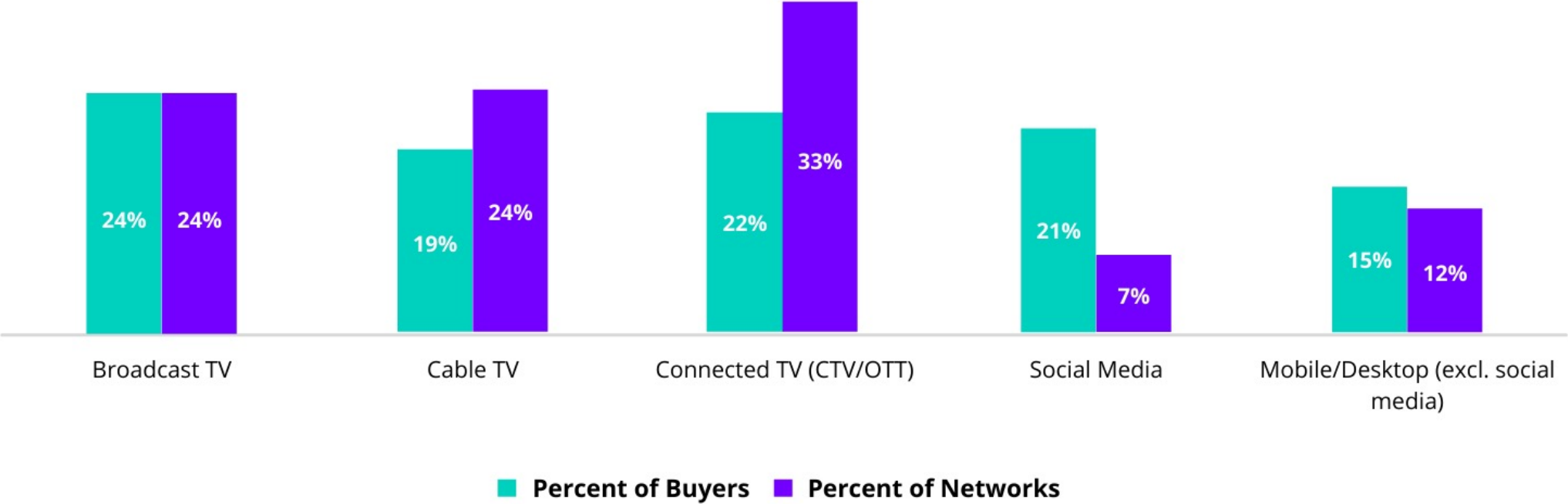


State of the Screens Industry Pulse Survey H2 2021

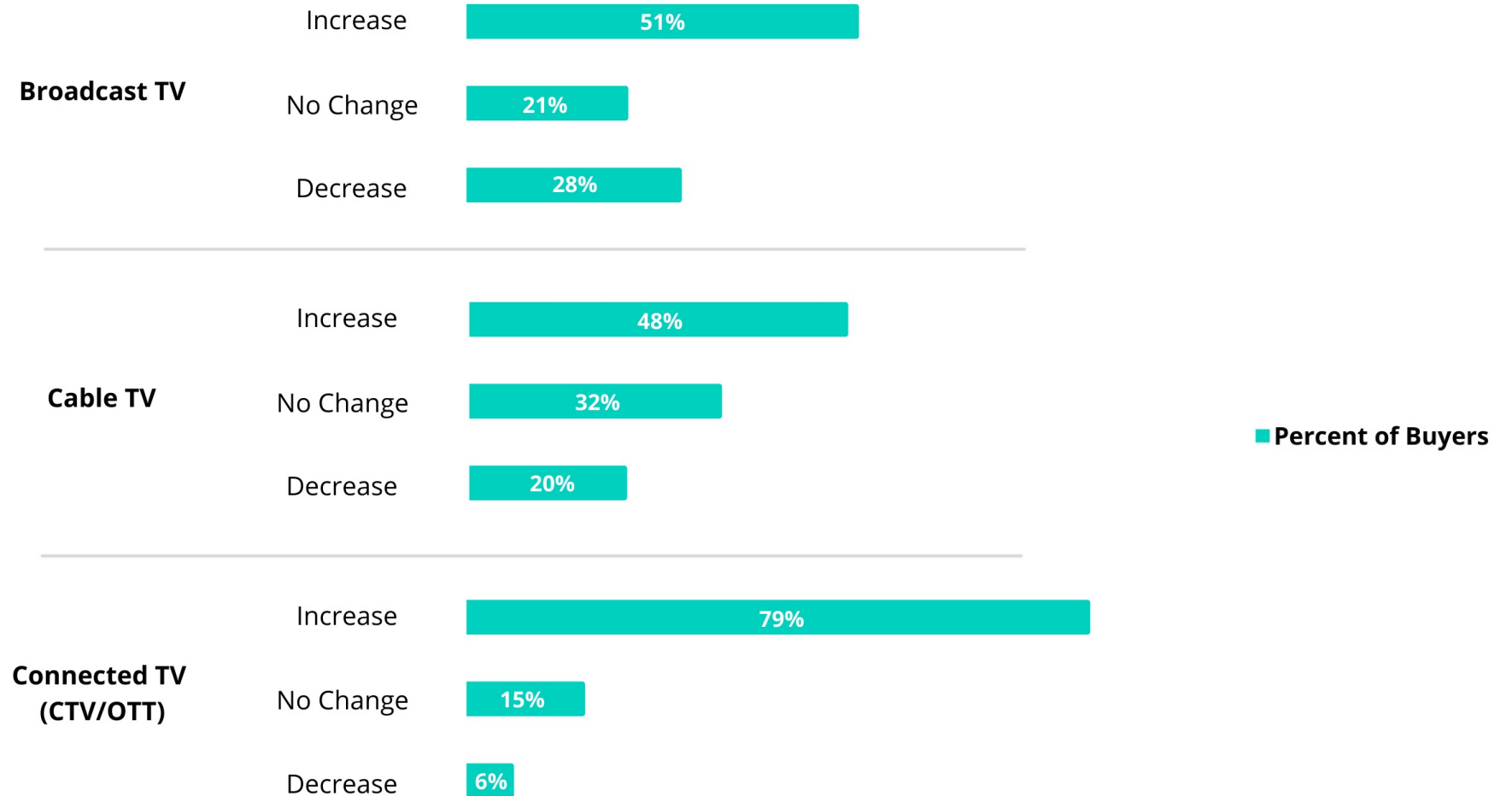


BUYERS: What % of your total video ad spend do you plan to allocate to each of the following channels in 2022?

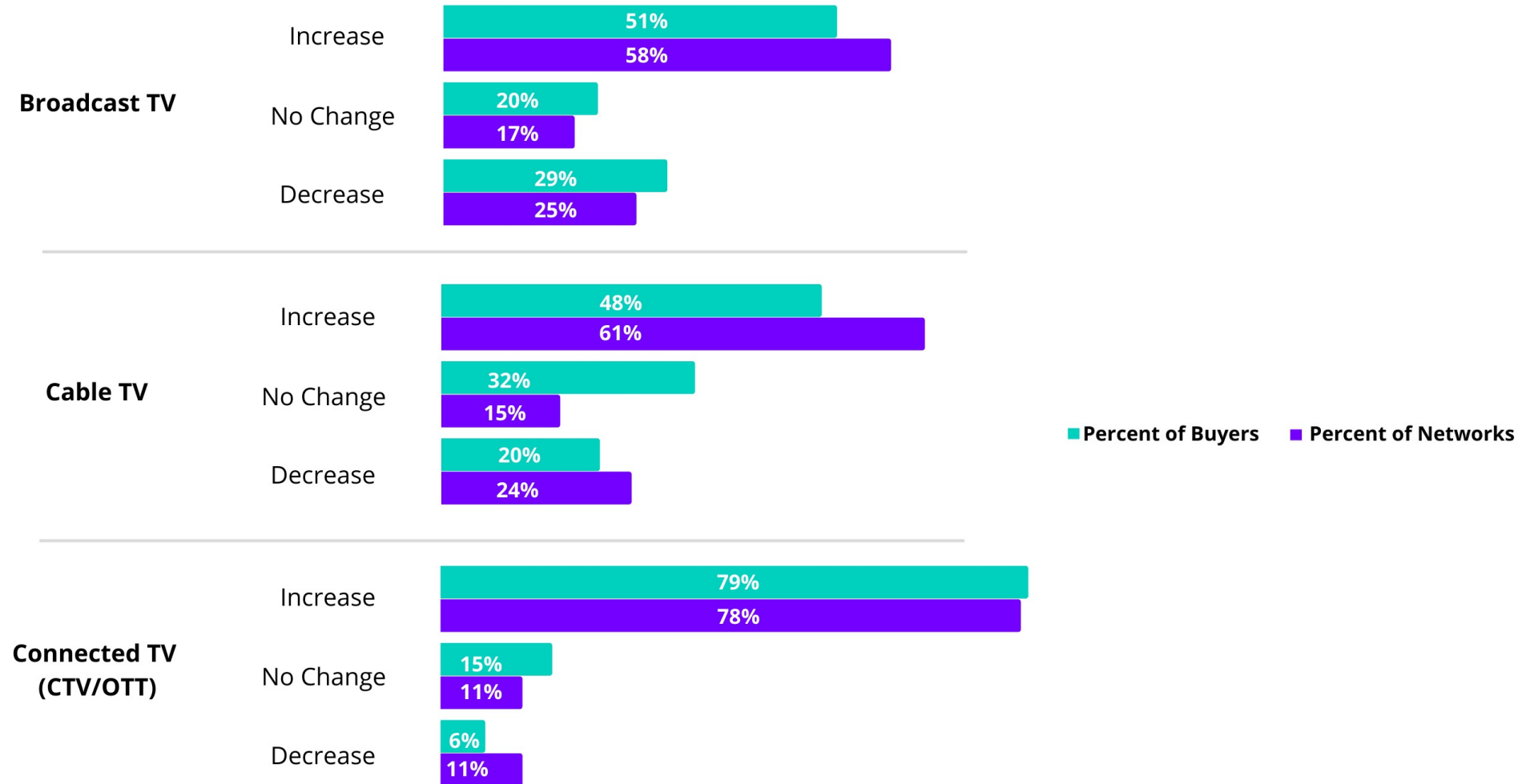
NETWORKS: What % of your customers' total video ad spend do expect to be allocated to each of the following channels in 2022?



How do you expect your total video ad budget to change year-over-year in 2022 vs 2021?

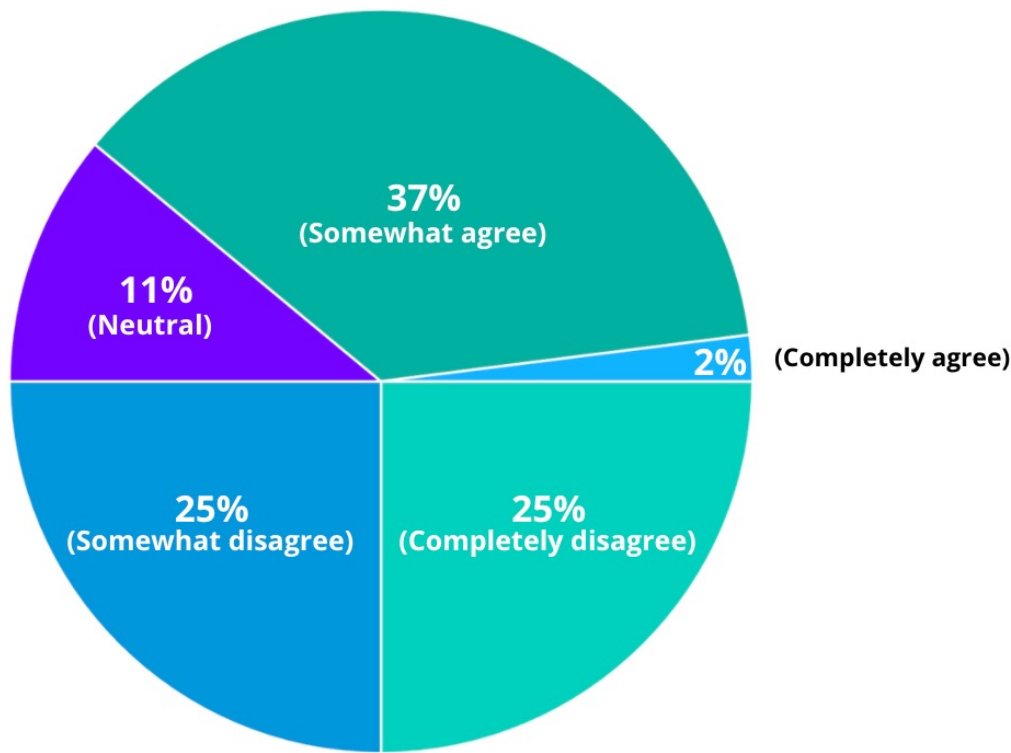


How much do you expect ad rates in each of the following channels to change in 2022 compared to 2021?

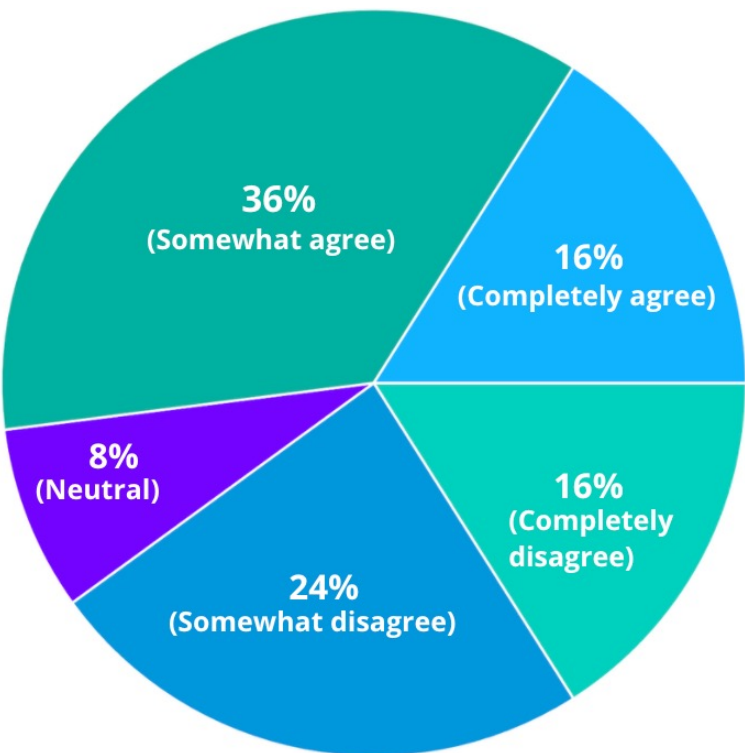


BUYERS: “I am confident that I know the total reach and frequency of each of my campaigns across all screens.”

NETWORKS: “I am confident that I know the total reach and frequency of all ad campaigns run through our inventory.”



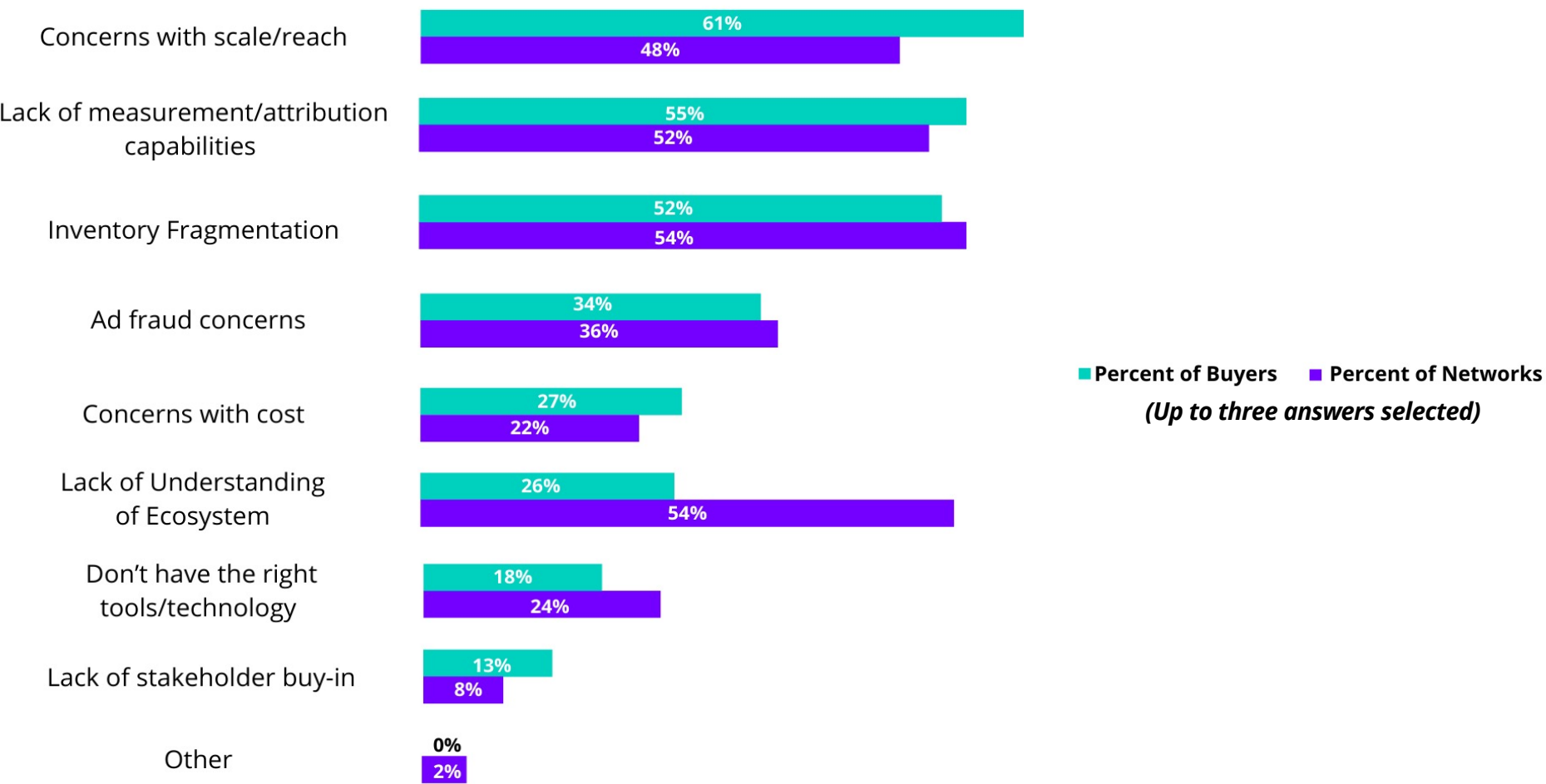
Buyers



Networks

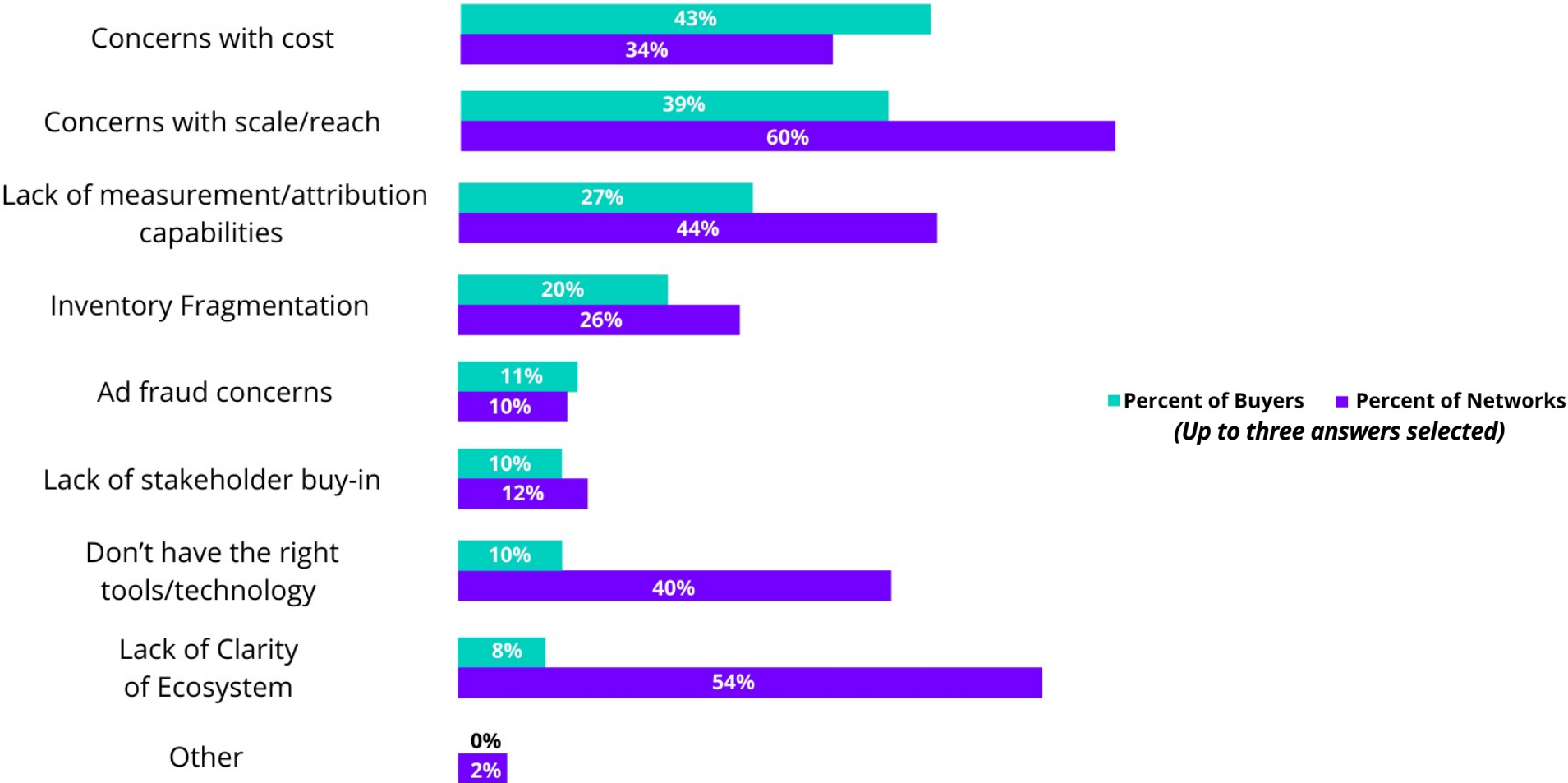
BUYERS: What are the top challenges that you or your clients have faced when buying CTV/OTT inventory?

NETWORKS: What do you see as the top challenges facing Advertisers when buying CTV/OTT?



BUYERS: What are the top challenges that you or your clients have faced when buying addressable linear TV?

NETWORKS: What do you see as the top challenges facing advertisers when buying addressable linear TV?



Methodology

This report surveyed over 500 advertising industry professionals across brands, agencies, networks, and investors. The data presented in this report solely reflects the responses of the individuals who participated in the survey.