

## WHAT IS STREAMING TV?

Learn what it is and how to incorporate it into your marketing strategy.

Think about the last time you saw an ad while streaming content. Did you find it relevant and did it resonate with you?

Streaming TV refers to televisions connected to the internet that can stream digital content from various online sources. These sources include popular streaming services called OTT (Over-the-Top), such as Netflix, Hulu, and Amazon Prime Video, and live TV streaming services like Sling TV and YouTube TV.



You may be wondering how streaming TV fits into all of this. Streaming TV allows your business to reach your target audience through internet-connected TV devices via Full Episode Player (FEP). FEP will enable ads to be served across all sized devices. Streaming TV allows you to reach your target audience in a non-intrusive way. That's streaming TV in the works!

## FIVE ADVANTAGES OF STREAMING TV

Capitalize on the cord cutting trend that continues to grow.

### 1. REACH A HIGHLY ENGAGED AUDIENCE

Most likely, you are relaxed when watching TV. However, more often than not, viewers are highly engaged with the content they are watching, which makes them much more likely to be receptive to your ads and brand messages.

### 2. TARGETED ADVERTISING

The most significant benefit of streaming TV is delivering targeted advertising. You can leverage data and analytics to identify your audience based on location, interests and demographics.

### 3. IT'S COST-EFFECTIVE

Streaming TV advertising can be more cost-effective than traditional TV advertising. This is due to advertisers only paying for impressions that are served.

### 4. YOU GET MEASURABLE RESULTS

Brands can track the number of impressions, clicks, and conversions their ads generate, allowing them to optimize their campaigns for better results.



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## **5. MORE FLEXIBILITY**

Brands can create ads of varying lengths and deliver them in various formats, such as display ads, video ads, or sponsored content. This flexibility will allow you to create more engaging and effective ad campaigns for the right audience.

**IMPORTANT:** According to eMarketer, cord-cutting is expected to increase, and by 2026 there will be a projected 80.7 million streaming TV households. With the increased use of streaming TV, ad spending on this platform will begin to soar. So, brands that create engaging video content and target effectively will be well-positioned to capitalize on this trend.

## **WHAT'S INCLUDED IN AN EFFECTIVE STREAMING TV CAMPAIGN?**

As part of the creation process for streaming TV, apply best practices which are crucial in making sure your strategy is effective. Understand your audience: Your campaign must understand your target audience and their viewing habits. Make sure these include factors such as age, gender, interests, and viewing device.

**Keep it simple:** Ads should be short and easy to understand.

**Tailor to the device:** Ads should be tailored to the platform and device on which the audience will view them.

**Engage the viewer:** Interactive elements such as overlays and buttons can encourage viewers to take action like visiting a website or downloading an app.

**Tracking metrics:** Measuring the performance of your campaign is essential and should include tracking components like completion rates, view-ability, and engagement. This data is vital to optimize campaigns and improve performance over time.

## **HOW SHOULD YOU INCORPORATE STREAMING TV?**

As more and more viewers shift to internet-connected TV devices, streaming TV advertising will become an even more critical component of digital advertising in the coming years. Consider adding it to your marketing mix now. Take advantage of streaming TV advertising by using numerous channels to reach customers while offering a seamless experience. Not only will you be able to grasp a wider audience, but you will be able to build your brand's reputation.

### **Turn to the experts**

Talon Media will work to make sure your ads fit your chosen platform and devices. We will create a more extraordinary user experience, higher engagement and lead to more conversions for your team.

*Reach out to our team where you'll receive the human touch. We are here to help.*

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