

## CTV Pre-bid Viewability Protection with Fully On-Screen Targeting




### Measurement Challenges in CTV

If an ad isn't seen, it can't raise awareness of a new product or service, or change someone's perception of a brand – making viewability an important KPI for advertisers across all digital media. However, VPAID, the historical standard that enables digital viewability measurement, isn't supported in CTV environments. With the absence of VPAID, the industry has long relied solely on quartile completions to equate viewability in CTV environments.

While some might assume all CTV ads are viewable by default, DV has discovered that simply isn't true. In fact, in 2021, DV found that 1 in 4 top CTV environments/apps kept playing programming content – including recording ad impressions – after the television was turned off.

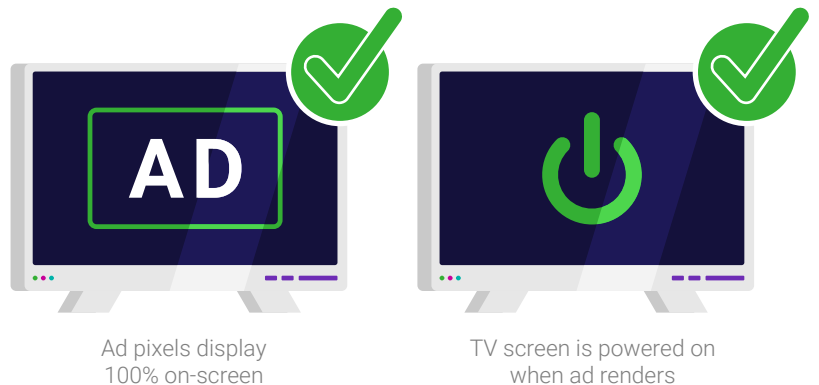
 **MYTH** All CTV impressions are viewable by default.

 **FACT** 1 in 4 top CTV environments play programming content – including recording ad impressions – even after the television was turned off.

### DV Is Solving for CTV Viewability Measurement Challenges

To help advertisers address viewability issues in CTV environments, DV offers Fully On-Screen. As part of this solution, we test and evaluate leading CTV environments (apps/devices) to ensure ads are only displayed:

- 100% on-screen
- When the TV screen is turned on



CTV environments that meet this criteria are awarded DV's Fully On-Screen (FOS) certification. When ads are served on FOS certified environments, advertisers can use this certification as a proxy for CTV viewability – knowing their ads have the opportunity to be viewed.

## Proactive Pre-bid Protection Using FOS as a CTV Viewability Proxy

DoubleVerify's Fully On-Screen (FOS) segment helps advertisers solve for viewability challenges and improve campaign performance on CTV. Using DV's FOS segment, advertisers can target inventory from sources that have received DV's FOS certification – meaning that impressions are from CTV environments that only deliver ads fully on-screen when the TV screen is turned on.

### Use DV's FOS Segment To:

- Enables advertisers to identify and bid on inventory from CTV environments (apps/devices) that are certified to deliver advertisements fully on-screen when the TV is turned on.
- Targeting DV's FOS Certified apps in the open marketplace enables clients to add additional scale to their existing private marketplace and direct deals.

### DV's FOS Pre-bid Targeting Is Available On:



*More DSP support coming soon!*

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