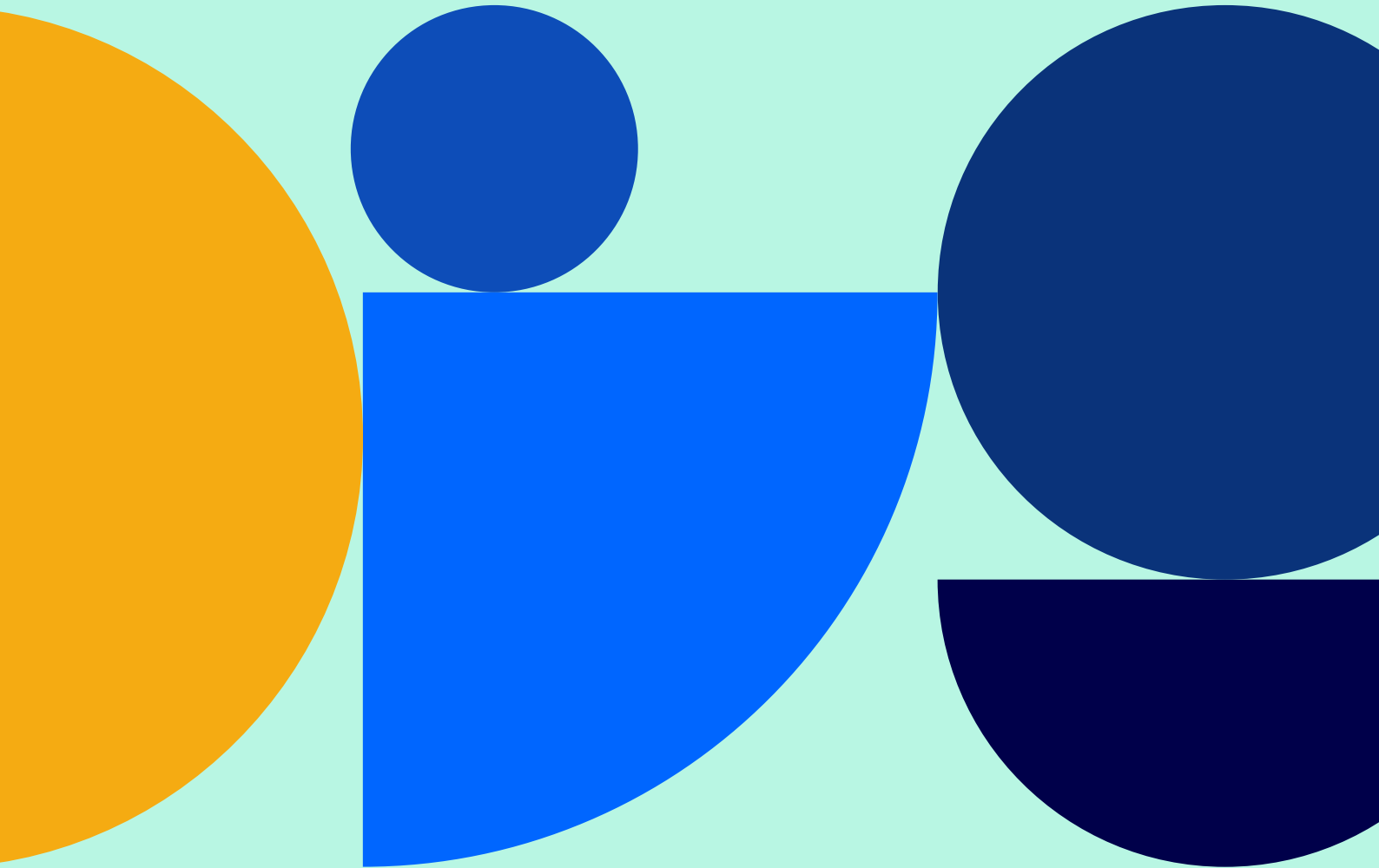
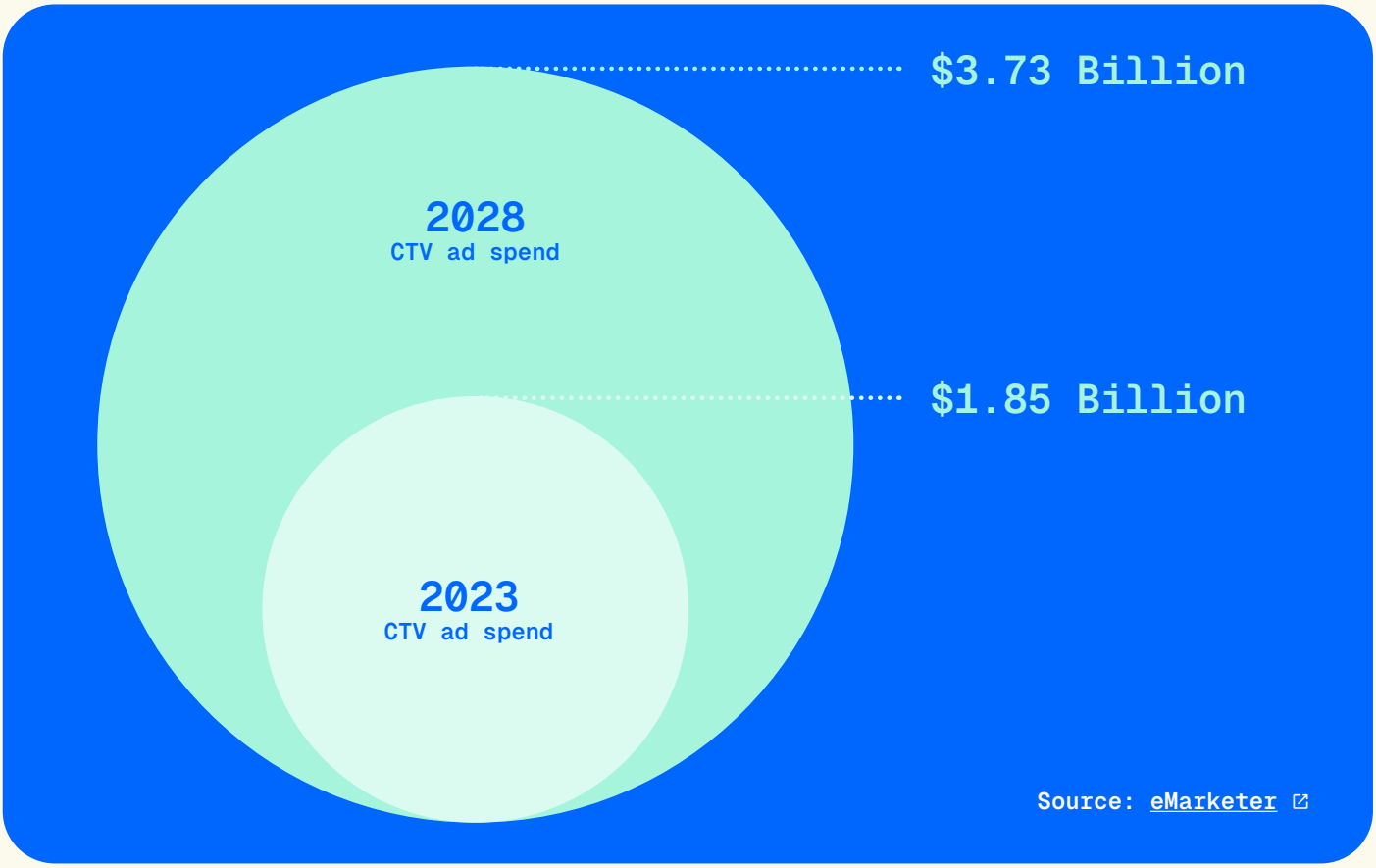
ID5

Building Addressability into the CTV Ecosystem

A Guide to Smarter Advertising and Sustainable Growth in Connected Television



eMarketer projects that Connected TV (CTV) ad spending will surpass $3.73 billion by 2028, almost doubling the 2023 advertising spend.



This shouldn't come as a surprise, as more and more viewers are cutting the cord and swapping linear television for CTV programming. This leaves advertisers with a choice: catch up with viewing habits as viewers stream on the go or get left at home with the cable box.

However, the transition from linear to CTV advertising may be easier said than done. While the advanced TV space is growing fast, addressability still lags behind, falling short of the precision and insight that make CTV such an attractive proposition for marketers. According to a recent survey from ID5, more than 50% of respondents believed that CTV can use more support when it comes to addressability (State of Digital Identity, 2025).

But there is a path forward. By developing a better system, specifically designed to overcome the current shortcomings of identity in CTV advertising, we can unlock CTV's full potential. To write this guide, we consulted with some of the leading voices in the CTV space to better understand the current landscape, its limitations, and the opportunities to create a more effective and scalable advertising experience.



Breaking Down the CTV Landscape

We've all heard it before: **CTV is BOOMING**. But what do we actually mean when we say CTV? Are we talking about an actual television set? Or maybe a mobile phone or gaming console? Or are we talking about one of the many apps or methods of how viewers stream their video content?

Oftentimes, when consumers or even advertising industry members refer to CTV, they mean Advanced TV. Advanced TV is an umbrella term referring to various types of technology that offer viewers interactive and targeted TV experiences, whereas the true definition of CTV refers to the actual device itself. For the purpose of this guide and clarity's sake, we'll use the terms interchangeably.

Who are the key players in the CTV space?

At the base of the CTV pyramid, we have **Original Equipment Manufacturers (OEMs)** who play a crucial role as both hardware providers and, increasingly, as media platforms and publishers. Often considered the "Walled Gardens" of CTV, companies like Samsung, LG, and Hisense not only manufacture smart TVs but also operate their own networks and control key aspects of identity and data access. They decide what IDs are passed, what data is shared, directly influencing how advertisers interact with viewers. This makes them both enablers and gatekeepers of CTV advertising

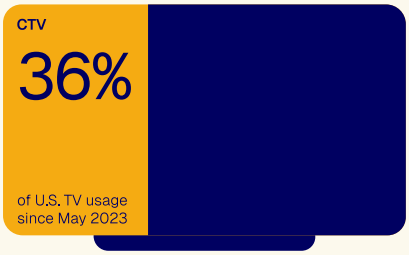
OTT Platforms sit just above OEMs and act as the delivery layer between content and viewers. These include streaming devices like Roku, Fire TV and Apple TV, as well as the operating systems and app stores they run on. OTT platforms aggregate content from

multiple sources, including broadcasters, free ad-supported TV (FAST) channels, and SVOD services, and provide the technical and commercial infrastructure to distribute and monetize it. They also shape how data flows through the ecosystem, often imposing their own constraints on identifiers and measurement, much like OEMs. As a result, their policies significantly influence how apps collect, use, and share data with advertisers.

Next, we have **CTV Apps** - the content providers operating within OEM platforms and OTT environments. These include streaming services (e.g. Hulu, Peacock), FAST channels, or broadcaster platforms (e.g, CBS, ITVX). Their influence is shaped by the operating systems they run on. Some apps collect rich user-level data (e.g., login information, watch history), while others rely on contextual or household-level signals. However, their ability to monetize and share data is often dictated by the OEM and OTT platforms they run on.

Finally, under the hood, we have **CTV ad tech platforms** like DSPs, SSPs, and measurement providers that enable the buying, delivery, and optimization of ads across the ecosystem. These platforms aim to unify fragmented inventory from various sources and provide targeting and measurement capabilities. But they often face challenges related to inconsistent identifiers, limited signal access, and a lack of standardization. These gaps between layers can lead to inefficient targeting, measurement discrepancy, and missed opportunities for advertisers.

What's causing the CTV Boom?



CTV viewership has steadily been on the rise over the past decade. While much of the growth has come from users "cutting the cord," the reality is more nuanced. According to Nielsen, CTV streaming programming has made up over 36% of U.S. TV usage since May 2023. This holds true across the EU, as recent data found that CTV is now the primary device, 46% of viewers watch ad-supported content on (BTN 2024).

> "Consumer demand for CTV content has increased as a result of faster internet speeds and the broadening of content. Alongside these changing consumer habits, we've seen advertisers migrate or take a digital/CTV-focused approach to meet consumers where they are.
>
> **Emily Kistner**
> Senior Director, Advanced TV & Video
> at Captify

This rapid rise of streaming is a win for viewers, who can access content through a wide range of models and platforms. Let's break down the different streaming models that allow consumers to access content:

CTV Glossary

EVOD (Electronic Video On Demand): A general term for digital, on-demand content delivery that allows viewers to watch video content anytime via the internet or a service provider.

BVOD (Broadcaster Video On Demand): Streaming services provided by traditional broadcasters, offering catch-up or on-demand content, often monetized through ads, subscriptions, or a hybrid model (e.g., BBC iPlayer, ITVX, 4oD).

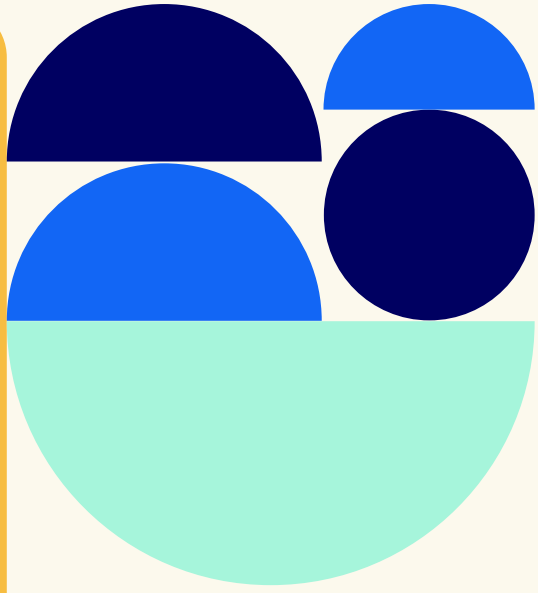
AVOD (Advertising Video On Demand): A free, ad-supported streaming model where users watch content in exchange for advertisements (e.g., YouTube, Pluto TV, Tubi).

TVOD (Transactional Video On Demand): A pay-per-view model where users purchase or rent individual content rather than subscribing to a full library (e.g., Apple TV rentals, Amazon Prime Video purchases).

ASVOD (Ad-Supported Subscription Video On Demand): A hybrid model where subscribers pay a reduced fee (or no fee) for access to content with limited advertisements (e.g., Hulu's ad-supported tier, Netflix's ad-supported plan).

Ad-Supported Streaming: A general term for any streaming service that monetizes through advertisements, including AVOD, ASVOD, and FAST channels.

FAST Channels (Free Ad-Supported Streaming Television): Linear-style streaming channels that deliver scheduled, ad-supported content for free, mimicking traditional TV viewing but distributed over the internet (e.g., Pluto TV, Samsung TV Plus, Roku Channel).



This diversification comes at a cost, though: fragmentation. But this diversity fuels competition, driving innovation, better content, and improved user experiences as providers work to differentiate themselves.

"Fragmentation isn't necessarily a problem, it's the lack of transparency. If you work with the right partners who can offer ways to identify the right audience and connect channels, then fragmentation can become a good thing," said **William Jones, Senior Director, Head of Advanced TV and Omnichannel Activation at Adform**. "Fragmentation can help drive innovation," added Jones.

That view is shared across the industry, with others emphasizing that fragmentation, when embraced, can actually create more opportunity.

"Fragmentation is often used negatively for the open internet, but I would just put it in a more positive light. Fragmentation also means that there is more diversity in offerings and offers more choice for advertisers to do stuff," explained **Sven Hagemeir, General Manager of Inventory Development at The Trade Desk**. "These are good things. It makes the open internet a competitive market. This is preferred to markets controlled by just one party."

Hagemeir went on to explain that, at the moment, this technology isn't always interoperable. This is where it can get complicated and become a more laborious process for marketers. In other words, the real problem isn't that the ecosystem is diverse - it's that platforms don't speak the same language.





Regional Differences

The CTV landscape varies widely across regions. While adoption is rising across the board, differences in viewing behavior, platform ecosystem, and regulatory environments have a direct impact on how addressability is defined and executed in each region.

> "Taking a regionally tailored approach to CTV is essential because each market often has its own Joint Industry Committee (JIC), and in some cases, multiple measurement bodies. It's important to incorporate the local JIC into your strategy. Different regions also have different providers and approaches. The promise of linear television has always been a reliable measurement, and we can't rely solely on digital metrics when evaluating campaigns that include broadcast television. It's not an accurate way to assess what you're delivering for your clients.
>
> **Joanna Burton**
> Industry Expert

When we talk about the CTV landscape, oftentimes we think of the American model. In the U.S., broadcast and cable still account for the bulk of viewership, but streaming is quickly closing the gap. A study conducted in September 2024 found that **70% of American consumers watch TV or video via CTV** (Stoll 2025).

> “Whenever we speak about TV anything we usually default to the US market model. The US model had a super strong linear TV model that pulled along other advertising types. This meant the US had strong networks, cable companies, and they’d become the natural leaders in this space. Then streaming came in very quickly and commanded attention very quickly.

Ana Milicevic
Co-Founder of
Sparrow Advisers



The American regulatory environment is characterized by fragmented privacy laws with fewer restrictions on how certain types of data can be used. This allows for more flexibility in leveraging household-level signals and third-party data for targeting compared to more tightly regulated markets.

On the other end of the privacy spectrum, we find the European model. While this model can vary from country to country, when it comes to CTV ad targeting, overall, it’s known for having more privacy restrictions around household or individual targeting. As a result, advertising is more limited in scope. When it comes to viewership, 86% of European consumers tune into CTV viewing (Benjamin 2024). One of the potential reasons for the higher number of European CTV viewers is that Europeans are more likely to turn to broadcast streaming platforms than their counterparts across the pond.

The APAC model takes on an entirely different approach to viewership. While both linear and streaming TV are typically characterized by household viewership, consumers in APAC have flipped this. APAC consumers tend to stream VOD content on mobile devices, which simultaneously showcases how modern technology is redefining how we define “TV”. The use of mobile devices for streaming highlights why personalized experiences are critical now more than ever.



The Roadblocks to Scalable, Addressable CTV

At first glance, CTV seems like an advertiser's dream: growing viewership, premium content environments, and access to first-party data from logged-in users. But in reality, the CTV landscape is more complex and less consistent than it appears.

While subscription-based streaming services operate in authenticated environments, others do not. Many FAST channels can be accessed without a login, and even when authentication is required, the data shared with advertisers varies. As a result, identity signals are fragmented and addressability is inconsistent.

CTV addressability depends on three core factors:

- Access to consistent identity signals (e.g., IP address, device ID, publisher IDs, etc.)
- The ability to recognize individuals or households across apps and devices
- Support targeting and measurement at scale

These capabilities vary significantly across players, meaning that advertisers need to tailor their approach for each environment, often creating operational friction and inconsistent campaign performance.

> If you don't have addressability, you can't segment your audience - like lapsed customers vs. existing customers or recently purchased - or manage reach and frequency. No one wants to see the same ad repeatedly during programming, let alone more than twice. This results in a poor viewing experience and potentially shifts consumers toward a negative perception of that brand or content distributor. Ultimately, we want a consumer to be engaged, or else it translates into wasted ad dollars for the marketer.
>
> **Andrea Kwiatek**
> Director of Strategic Partnerships
> at Goodway Group

Over the course of the interviews ID5 conducted, we found there were three key challenges on everyone's radar: **fragmentation, measurement, attribution, and impending signal loss**. Each of these limits the scalability and performance of CTV advertising.

Fragmentation and Lack of Standardization

Fragmentation is probably the most foundational challenge in CTV. As outlined above, the ecosystem is made up of multiple layers - OEMs, OTTs, different types of apps, and ad tech platforms - each with their own data policies, IDs, and measurement methods. This fragmentation leads to silos that make it difficult to execute unified advertising strategies.

Advertisers are often forced to run platform-specific campaigns, adapting targeting methods, identity signals, and KPIs for each environment. There is no shared infrastructure for audience recognition, which creates inefficiencies and complexity in planning and optimization.

As ID5's VP of Product Davide Rosamilia, noted, "Standardization within individual walled gardens may exist - but it's limited to those environments and doesn't translate across the broader CTV landscape". As a result, advertisers are left stitching together siloed data sets with limited visibility.

While there are several point solutions available today, they have yet to deliver the standardization the industry needs. According to **tvScientific Co-founder and Chief Product Officer, David Koye**, "The oversaturation of the CTV solution market has created extreme fragmentation". He emphasized that interoperability is the key to solving this challenge. "By making these different CTV point solutions interoperable, we can finally connect the funnel."

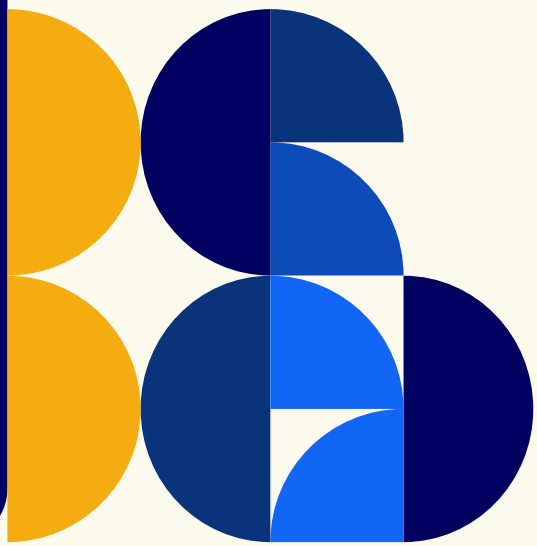
Measurement & Attribution

Measurement and attribution were by far the most cited obstacles in the CTV space. While the channel offers premium environments and growing reach, advertisers still struggle to assess its performance with the same confidence and granularity they receive from other digital channels.

Part of the problem stems from the fragmented nature of the CTV ecosystem, where each platform provides its own measurement and attribution tools. These may work well in a single environment but rarely connect across apps, devices, or publishers. As a result, advertisers can't easily compare performance, unify results, and get a complete picture of how CTV contributes to their broader media mix.

> The more accurate the measurement, the greater the results and the more marketers are willing to invest. Accuracy, scale, and performance all play a part in unlocking more budget. That's where identity solutions become especially critical.

Mark Douglas
CEO of MNTN



Beyond platform fragmentation, there is also the question of how viewers engage with content. The nature of CTV itself adds another layer of complexity. ID5's **VP of Publisher Development, Morwenna Beales**, explained, "Some brands are experimenting with creating interactive ads in the CTV space by using QR codes or clickable ads or elements. However, this isn't the standard yet." Some industry professionals are speculating that this may become the norm sooner rather than later, but only time will tell.

What makes measurement even more challenging is the fact that conversions rarely happen on the TV screen itself. CTV is typically a top or mid-funnel channel. It builds awareness, influences perception, and drives consideration, but purchases and sign ups often happen on a different device, like a mobile phone or computer. This makes cross-channel attribution critical, but difficult. To understand the true value of a CTV ad, advertisers need to link exposure on a TV screen to outcomes that occur on a phone, tablet, or laptop.

> For CTV to attract more direct response spend, advertisers need better attribution models and clearer performance signals. Since CTV measurement is not click-based, identity solutions are key to linking ad exposure with consumer actions. Household-level identity graphs help measure TV-driven behavior within a home, while interoperable identifiers enable attribution across broader digital touchpoints. As these solutions evolve, they will help advertisers connect CTV exposure to real-world outcomes, making it a more viable channel for performance-led campaigns.

Josh Jacobs
Chief Product Officer
at Samba TV



Without effective measurement and the ability to connect touchpoints, campaigns may appear to underperform, even if they effectively drive consumer behavior.

“Measurement is the key hurdle discouraging marketers from increasing investment in CTV. If the audience segments for CTV differ from those for digital or TV and are measured by different companies, marketers can’t compare performance effectively,” **said Julie Clark, SVP of Media & Entertainment at TransUnion**, “Without a clear understanding of how CTV performs relative to other channels, they are unlikely to increase their investment.”

The inability to effectively measure may be one major factor that prevents the industry from investing heavily in this space. Current measurement solutions are platform-specific, making it challenging for advertisers to compare results across systems, highlighting yet another pain point in the fragmented CTV ecosystem. Until advertisers can confidently tie CTV exposure to outcomes, both within the channel and across devices, its full value will remain difficult to prove, and its share of media budgets may remain constrained.

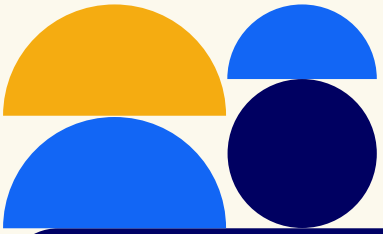
Signal Loss

While CTV isn’t impacted by signal loss concerns like cookie or MAID removal, it’s not immune to the broader trend of signal loss, and the next wave may hit closer to home.

IP addresses play a central role in how CTV campaigns are targeted, measured, and attributed today. They are widely used for household-level targeting, frequency management, and geo-location. However, IP addresses are far from ideal identifiers. They are unstable - users can change them frequently, devices within a household can share one, and VPNs or mobile networks can introduce noise.

Additionally, data protection laws, like the GDPR and CCPA, consider IP addresses to be personal information requiring consent for privacy protection measures for their use. While IP data can offer useful guidance, it shouldn’t be relied on as a sole identity signal, especially since some major tech players are considering how to limit access to IP addresses altogether.

The removal of IP addresses would only further complicate measurement and targeting on CTV.



> “Signal quality challenges don’t just affect CTV; they impact the entire media ecosystem. As more identifiers become restricted or obfuscated, advertisers risk losing core capabilities like targeting, frequency capping, geo-restrictions, and verification. The key is to build resilience into your tech stack. That means leaning into alternative IDs, metadata enrichment, and solutions that can adapt based on signal availability. There’s no one-size-fits-all fix, but future-ready marketers will focus on flexibility and independence.
>
> **Christopher Murphy**
> SVP of Strategy and Business Development at Innovid

This looming shift underscores the need for a more resilient, privacy-forward identity infrastructure that doesn't rely on a single signal but supports interoperability across signals and platforms. As the ecosystem evolves, so too must the tools that power addressable advertising in CTV.

Privacy Considerations

While CTV may not be at the top of the agenda for regulators, it doesn't mean that it should be overlooked. Existing laws and enforcement practices are increasingly being applied in this space. And with viewers consuming media across TVs, gaming consoles, mobile apps, and browsers, privacy compliance is anything but straightforward.

As viewership habits, privacy expectations, and regulations vary by region. In the EU, laws like GDPR and the ePrivacy Directive require user consent before collecting and processing personal data, including viewing behavior, to ensure users have control over how their data is used.

The enforcement role of national data protection authorities (DPAs) within each EU member state further complicates the CTV privacy landscape. France, for example, is notably strict in regulating CTV ad targeting, with the CNIL (France's data protection authority) enforcing more stringent consent requirements for tracking technologies and personalized advertising. Other countries may take a more flexible approach, but all must comply with the core principles of transparency, user consent, and data protection under EU law.

To comply with GDPR requirements of transparency and control, CTV apps and platforms deploy consent management platforms (CMPs), similar to those used on the web.

Unlike web-based CMPs, where integration is relatively straightforward, CTV platforms are slightly more complicated when it comes to consent capture. Since CTV media can be accessed on browsers, mobile apps, gaming consoles, and of course through smart TVs, media owners and platforms must also navigate platform-specific frameworks like Apple's ATT for iOS devices or Samsung's Privacy Policy for TVs.

> “Improving consumer transparency and trust starts with clearer, more user-friendly consent experiences and privacy settings that genuinely empower viewers. But it can’t stop there. There also needs to be greater alignment on what data is shared within bid requests. For advertisers, understanding where their ads appear—and under what conditions—is essential. For consumers, transparency around what’s being collected and why is key to building confidence. No one benefits from overcomplicated consent management platforms listing hundreds of unknown vendors. Simplicity, clarity, and consistency are what’s required to earn user trust and create a more sustainable CTV ecosystem.
>
> **Fariba Zamaniyan**
> Global Vice President of Data Monetization, TiVo

To simplify this process, many CTV publishers redirect users to web-based privacy preference pages. While redirecting users may seem like an easier solution for publishers, it significantly complicates the user experience, making it difficult for users to manage their privacy settings.

In the US, the lack of a federal privacy law creates uncertainty. However, there has been a resurgence in old privacy laws being applied in CTV contexts. One notable example is the Video Privacy Protection Act (VPPA), which addresses personalization. While the law’s original intent was to protect consumers’ video rental and viewing history from being disclosed without consent, it has now been repurposed. More recently, it has been used to scrutinize how streaming platforms and advertisers collect and share viewer data. This illustrates how privacy expectations evolve, even in the absence of comprehensive legislation.

Recent lawsuits and regulatory actions focus on whether platforms obtain proper user consent before disclosing viewing history to third parties, particularly for targeted advertising. For example, many California consumers have complained to regulators about the failure of major brands to update their CMPs with “do not sell my information” opt-out options. One notable case saw a major hardware provider fined for the illegal collection and sale of CTV user data. This enforcement reaffirms that regulators are taking privacy in CTV seriously and aren’t afraid to hold even the biggest of players accountable for non-compliance.

The complex global regulatory landscape means that advertisers have to navigate a patchwork of legal frameworks, platform-level restrictions, and inconsistent enforcement, which make compliant, scalable engagement increasingly difficult.

In the absence of industry-led frameworks or CTV-specific regulations, it is up to the industry and platforms to self-regulate. Implementing identity frameworks that respect users’ choices and support consent management seamlessly across environments will improve the user experience, protect viewer data, and promote privacy-conscious advertising practices.



From Fragmentation to Connection: The Opportunity Ahead

Despite the complexity of the CTV ecosystem, there are meaningful steps that the industry can take to improve consistency, scale, and performance. Many of these opportunities center around identity, not just recognizing audiences, but doing so in a way that works across platforms, respects privacy, and enables better measurement.

Universal Identifiers

One of the greatest challenges the CTV space grapples with today is the lack of a standard identification framework. Currently, most media buying happens through PMP deals. While this offers media buyers access to premium inventory, it can also be a long, arduous process. Buyers need to manage multiple workflows, ID systems, and measurement approaches across media owners and platforms. The result is a fragmented strategy that's hard to optimize.

Universal identifiers (or alternative IDs) provide a way forward. These identifiers allow buyers to recognize and reach audiences across CTV environments without relying on unstable signals like IP addresses. When used consistently across publishers, platforms, and devices, they can simplify targeting, enable better match rates, and improve campaign management.

> "The industry is looking for a Rosetta Stone to help navigate the complexities of the CTV landscape. As an agency, we're presented with lots of options of OEMs, networks, and platforms offering CTV solutions and letting us connect to audiences. Rather than mapping our proprietary ID graph individually to each CTV publisher—a time consuming process—alternative IDs remove friction and yield higher match rates, allowing us to drive growth for our media buyers.
>
> **Domenic Venuto**
> EVP, Chief of Product & Data, Horizon Media

A unified currency allows seamless communication between currently siloed CTV platforms, addressing the challenges of fragmentation and lack of standardization. By bringing together point solutions and enabling interoperability, advertisers can use a shared identity layer to compare performance, manage frequency, and measure impact more consistently in a privacy-safe way.

“No buyer wants to buy or run a campaign on one single channel,” said **Ana Milicevic of Sparrow Advisers**. “Alternative IDs can help facilitate seamless media buying across multiple channels and platforms.”

And when identity runs a consistent layer across CTV partners, it becomes easier to understand what’s working and justify increased investment.

> “Identity-based targeting with people at its heart remains the best way to execute omnichannel marketing in a landscape where channels and touchpoints are proliferating. Marketers want to engage people, not devices, so start there with a unified view of identity and then use alternative IDs to extend reach from that identity.
>
> **Julie Clark**
> SVP of Media & Entertainment at TransUnion

Identity Graphs

While universal IDs help unify the buying experience, identity graphs provide the connective tissue that links identity signals (email addresses, device IDs, IPs, publisher IDs, etc.) across devices and channels associated with an individual or household. These solutions serve as the perfect antidote for the current cross-attribution problem CTV advertising faces today, allowing advertisers to understand whether a user who saw an ad on a smart TV later visited a brand’s website or made a purchase on another device.

Identity graphs give marketers the ability to follow user journeys more accurately, supporting frequency management across channels and eliminating duplication or wasted impressions. They also support key use cases such as audience extension, enabling advertisers to follow up on CTV exposure with ads in other environments, like mobile or desktop, to increase engagement and drive conversions.

But the benefits are not limited to advertisers. From a consumer perspective, identity graphs help reduce overexposure and improve relevance, solving a frequent complaint: seeing the same ad repeatedly across devices.

With increased measurement and attribution, it's easier to understand the true value of CTV advertising. When advertisers understand the real value of CTV advertising, its performance, and ROI, they can allocate budgets more confidently.



CTV, Retail Media, and Behavioral Data

Another opportunity that's gaining traction is the convergence of CTV and moments-based signals. The power of channels such as retail media has become a hot topic over the past year or so. Historically, linear TV advertising relied on location or postcode-based targeting, especially in the United States, or contextual advertising. CTV advertising has been able to elevate this strategy by incorporating demographic data, however, retail media and behavioral data could take this to the next level.

Retailers have access to highly specific real-time purchase data, while other sources like search intelligence provide real-time intent and consideration. When paired with CTV's reach, this allows for moment-based targeting and allows reaching consumers not just based on who they are, but when they're most likely to engage.

Emily Kistner, Senior Director of Advanced TV and Video at Captify, explained, “We’ll start to see more real-time behavioral signals used over solely demographic data. The industry is starting to shift from people- or demographic-based targeting to moment-based targeting. Social media and cookie-based platforms are great at moment-based targeting, while other channels, like CTV, are just beginning to engage in this type of targeting.”

For example, a travel brand might not just target travel enthusiasts, they could serve ads right before a trip based on recent retail signals like suitcase or sunscreen purchase and other vacation planning behaviors. By making the ad shoppable through the addition of a QR code or a clickable element, brands can further increase the likelihood of engagement and conversion.

This shift toward moment-based targeting is opening the door to new collaborations across the ecosystem. Broadcasters, retailers, and ad tech platforms are beginning to work together to activate rich retail data for both targeting and measurement. But with greater precision comes greater responsibility, and the need for privacy-conscious data practices has never been more critical.

> “The combination of retail media, or commerce media, and television audiences has created new opportunities. Broadcasters are collaborating with ad tech platforms and major retailers to deliver more targeted audience segments, leveraging rich retail data for use cases like measurement. But it’s essential that this must be done the right way. Data must be gathered in a privacy-compliant manner, managed through a CDP, and activated in partnership with clean rooms or identity solutions to ensure consistent and secure use throughout the funnel.”
>
> **Joanna Burton**
> Industry Expert

What's next for CTV Advertising?



The future of CTV advertising is full of opportunity - from ads delivered through smart car consoles to interactive formats powered by retail media data to create seamless, shoppable experiences - brands can connect with consumers in more relevant and measurable ways.

Beyond innovation, CTV holds immense cultural potential. Like linear TV before, it can bring people together and create iconic cultural moments through digital platforms, like the Pepsi vs. Coca-Cola campaigns of the 90s or Dove's real beauty. As more live content like sports and major events shifts to streaming, like Netflix's expanding sports coverage or Tubi's record-breaking Super Bowl, the opportunities for brands to tap into these cultural touchpoints will only continue to grow. While also carving out space for personalized moment-based targeted ads for lower funnel customers.

From a technical perspective, the future is equally promising. The unification of today's fragmented ecosystem through an efficient identity infrastructure, interoperability, and AI-powered optimization will transform how advertisers operate, making campaigns more effective. Meanwhile, ongoing progress in privacy regulations and data governance is setting the stage for a more efficient, secure, and impactful CTV landscape.

One thing is certain: CTV is a dominant force to be reckoned with, and its growth won't slow down anytime soon. With more channels, more content, and more sophisticated tools at play, the future of CTV advertising is not only bright, it's connected, accountable, and built to scale.

Contributors

Thank you to our industry experts for their invaluable insights and expertise that helped inform the creation of this guide.



Ana Milicevic
Co-Founder of Sparrow Advisers



Christopher Murphy
SVP of Strategy and Business Development at Innovid



Davide Rosamilia
VP of Product



Domenic Venuto
EVP, Chief of Product & Data, Horizon Media



Andrea Kwiatek
Director of Strategic Partnerships at Goodway Group



Emily Kistner
Senior Director, Advanced TV & Video, Captify



Mark Douglas
CEO, MNTN



David Koye
Co-founder and CEO, tvScientific



Joanna Burton
Industry Expert



Morwenna Beales
VP of Publisher Development



Josh Jacobs
Chief Product Officer at Samba TV



William Jones
Senior Director, Head of Advanced TV and Omnichannel Activation at Adform



Julie Clark
SVP of Media & Entertainment, TransUnion



Sven Hagemeir
GM Inventory Development, EMEA, The Trade Desk



Fariba Zamaniyan
Global Vice President of Data Monetization, TiVo.

About ID5

ID5 is redefining identity for digital advertising, building solutions where privacy and addressability work in sync. Its Adaptive Identity technology learns and adjusts, ensuring seamless recognition across media properties, devices, and channels. This allows media owners to unlock sustainable revenue, enables advertisers to deliver measurable results, and helps platforms to maximize data and inventory value. Founded in 2017 by industry experts, ID5 is driving the future of identity–connecting, evolving, and empowering the digital advertising ecosystem.

For more information about ID5 and its solutions, please visit www.id5.io

ID5 Technology Ltd.
8 Devonshire Square,
London
EC2M 4YJ

contact@id5.io

Find us on:

LinkedIn