



LG CTV TRENDS REPORT

Q 2 . 2 0 2 5

An analysis of the state of open programmatic CTV advertising, including **top devices**, **trending apps**, and **ad fraud risk**



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CTV TRENDS: LG SMART TV OPEN PROGRAMMATIC ADVERTISING INSIGHTS

Pixalate’s data science team analyzed programmatic advertising activity across **23 billion global open programmatic ad transactions** on Connected TV (CTV) devices from Q2 2025 to compile this research. This report focuses exclusively on approximately **4.7K LG Smart TV apps**.

Pixalate is sharing this data not to impugn the standing or reputation of any person, entity or app, but instead, to render opinions and report trends pertaining to CTV programmatic advertising activity in the time period studied.

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Q2 2025: KEY STATS & TRENDS



7% % of global open programmatic CTV ads that were **delivered to LG Smart TV devices** in Q2 2025, according to Pixelate.



32% % of LG Smart TV apps that **use app-ads.txt** and support open programmatic advertising as of Q2 2025.



15% % of LG Smart TV open programmatic ad traffic that was **flagged as invalid (IVT)** in Q2 2025.



MORE → [CTV AD SUPPLY CHAIN TRENDS](#)

LG Channels

was the top grossing app across LG Smart TV traffic, according to Pixalate.

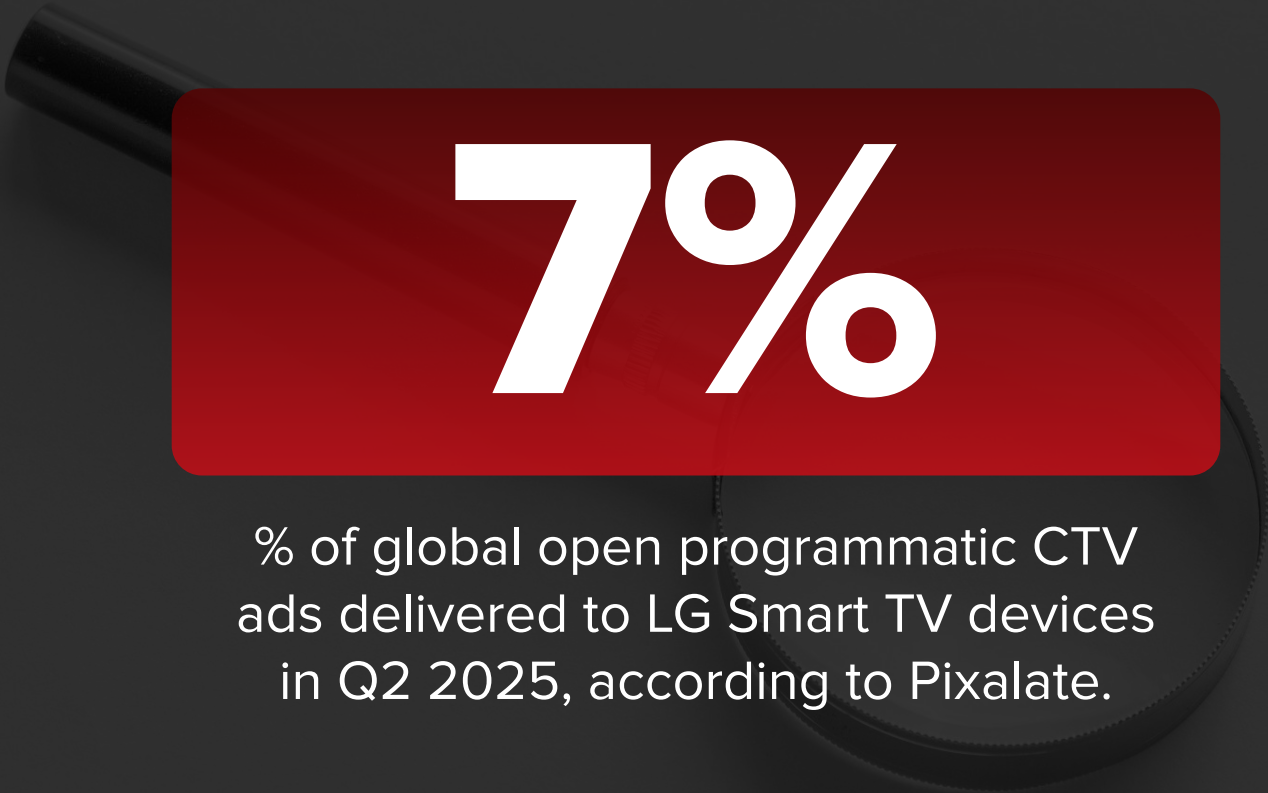
TOP GROSSING LG APPS

Top grossing LG Smart TV apps based on estimated open programmatic advertising spend in August 2025, as measured by Pixalate



Rank		App Name	Publisher Name	Aug 2025
1		LG Channels	LG Electronics	\$1.6M
2		Tubi: Free Movies & TV	Tubi, Inc	\$848K
3		Plex	Plex GmbH	\$292K
4		Hulu	Disney Platform Distribution, Inc.	\$265K
5		Fubo: Watch Live TV & Sports	FuboTV	\$257K

MORE → [TOP GROSSING CTV APPS](#)



7%

% of global open programmatic CTV
ads delivered to LG Smart TV devices
in Q2 2025, according to Pixalate.

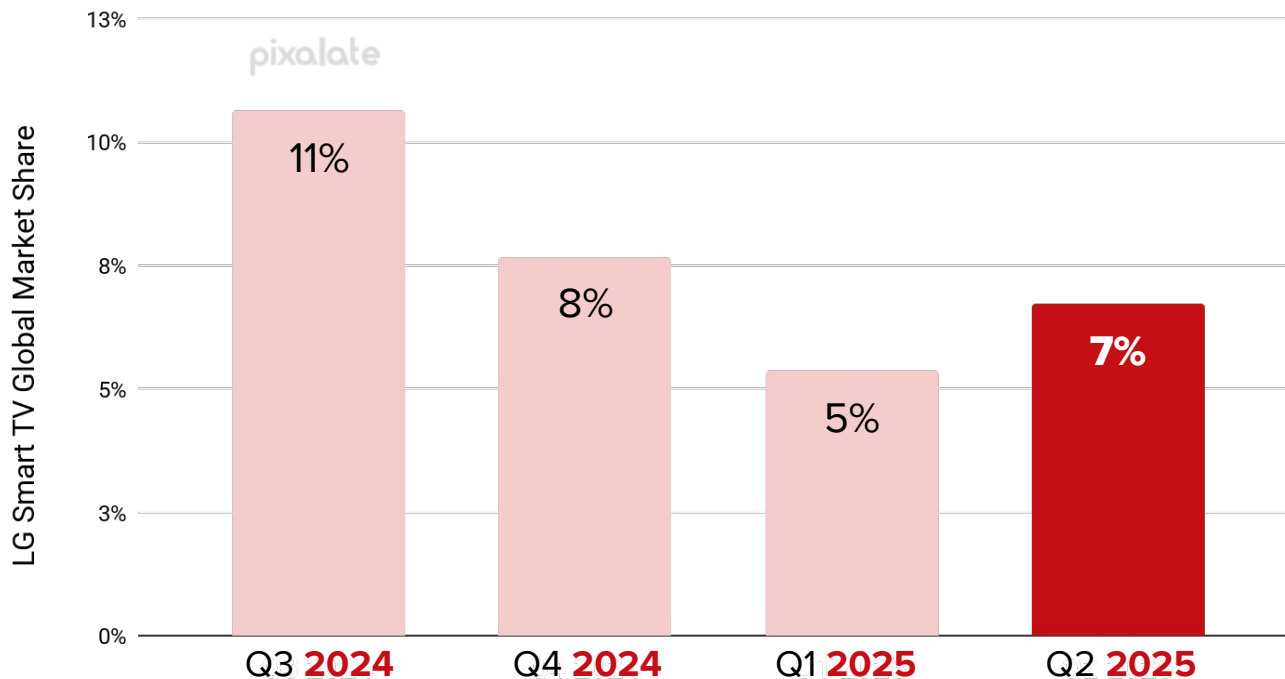


Want more data? Schedule a demo: pixel.at/demo

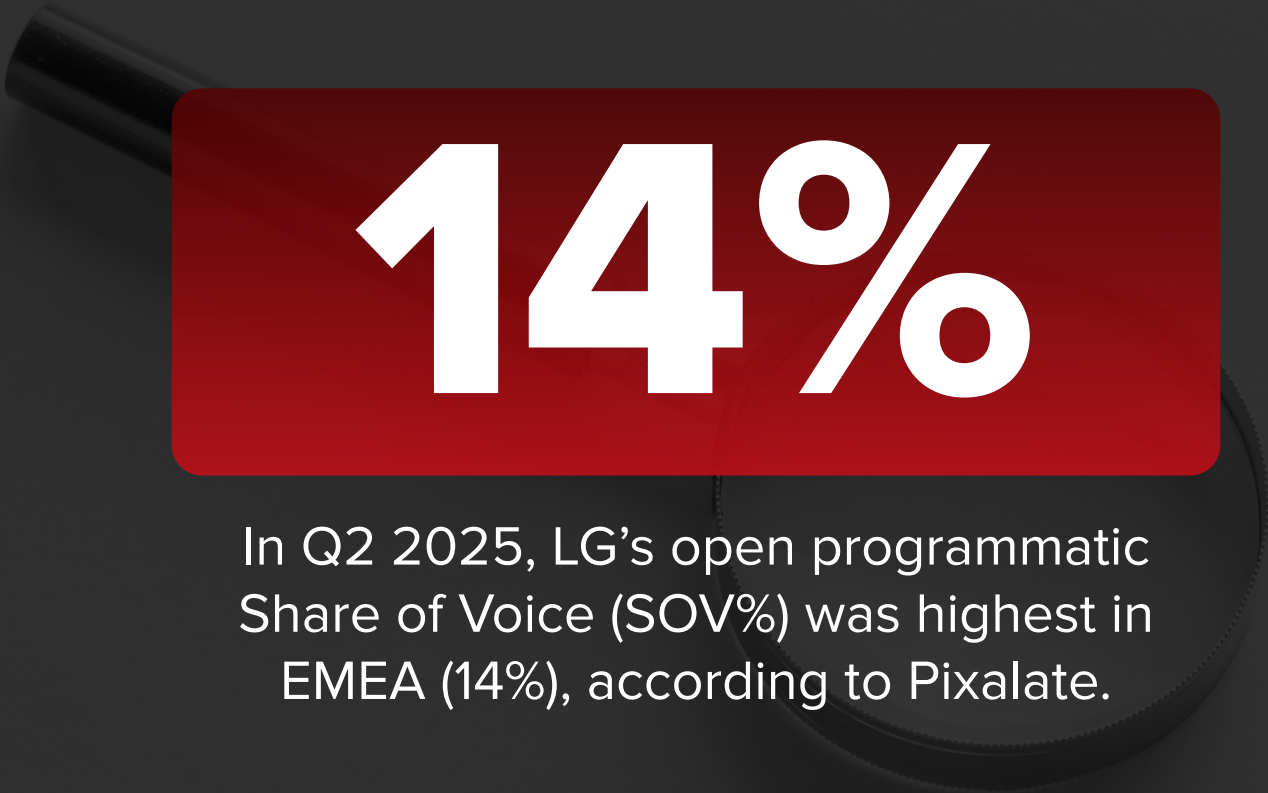


LG SMART TV GLOBAL MARKET SHARE BY QUARTER

LG Smart TV; Share of Voice (SOV%) of open programmatic ads sold globally; monthly data as of Q2 2025; as measured by Pixalate



MORE → [GLOBAL CTV DEVICE MARKET SHARE](#)



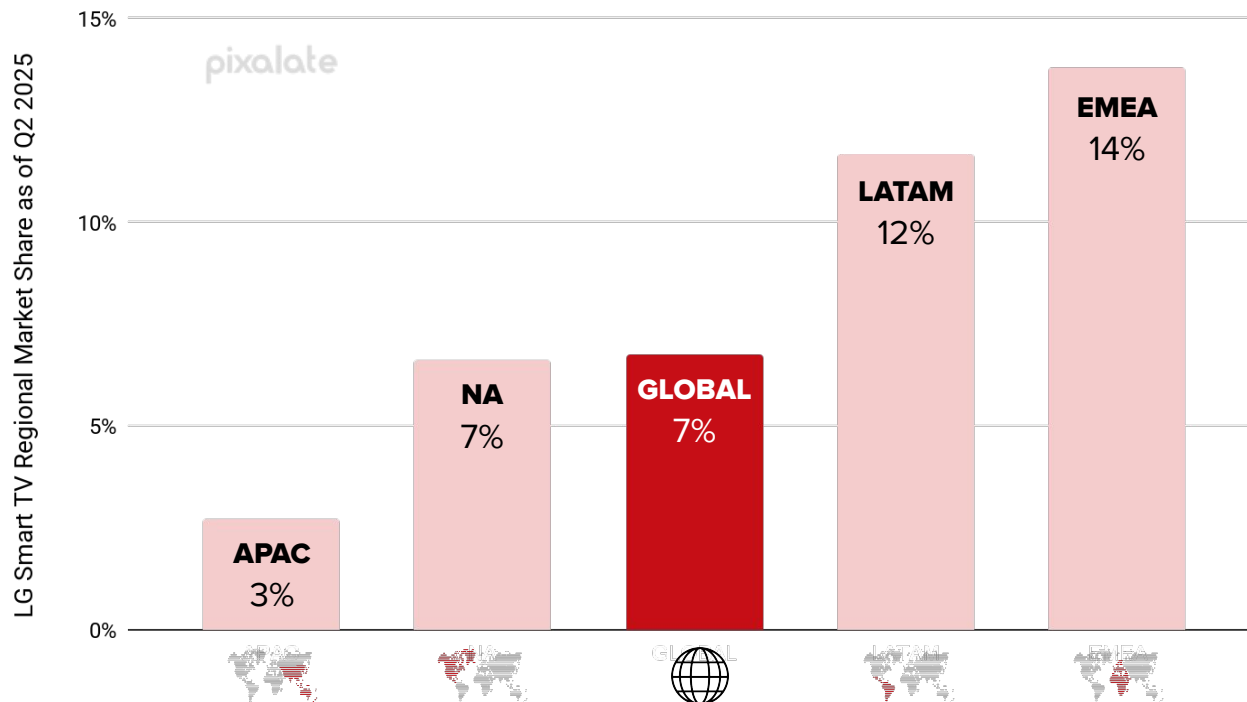
14%

In Q2 2025, LG's open programmatic Share of Voice (SOV%) was highest in EMEA (14%), according to Pixalate.

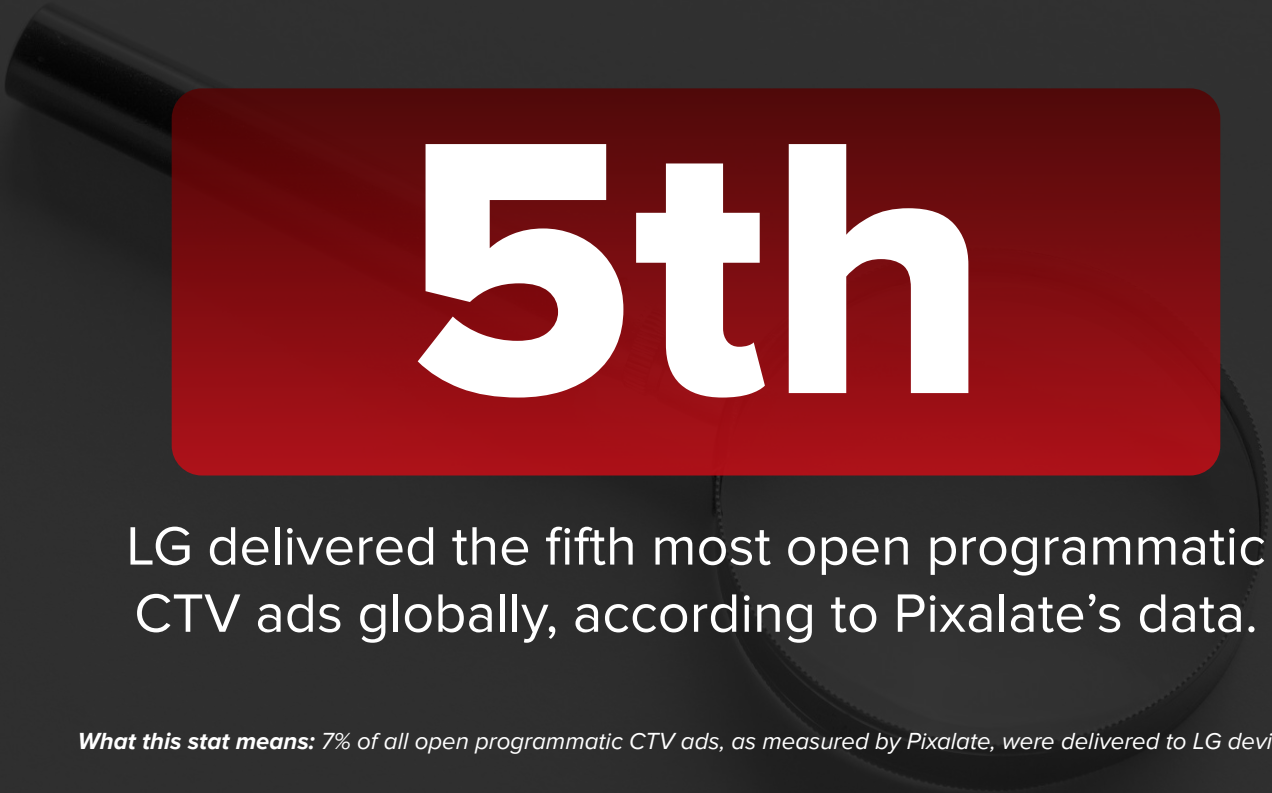


LG SMART TV MARKET SHARE IN Q2 2025, BY REGION

LG Smart TV; Share of Voice (SOV%) of open programmatic ads sold by region; monthly data as of Q2 2025; as measured by Pivalate



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5th

LG delivered the fifth most open programmatic CTV ads globally, according to Pixalate's data.

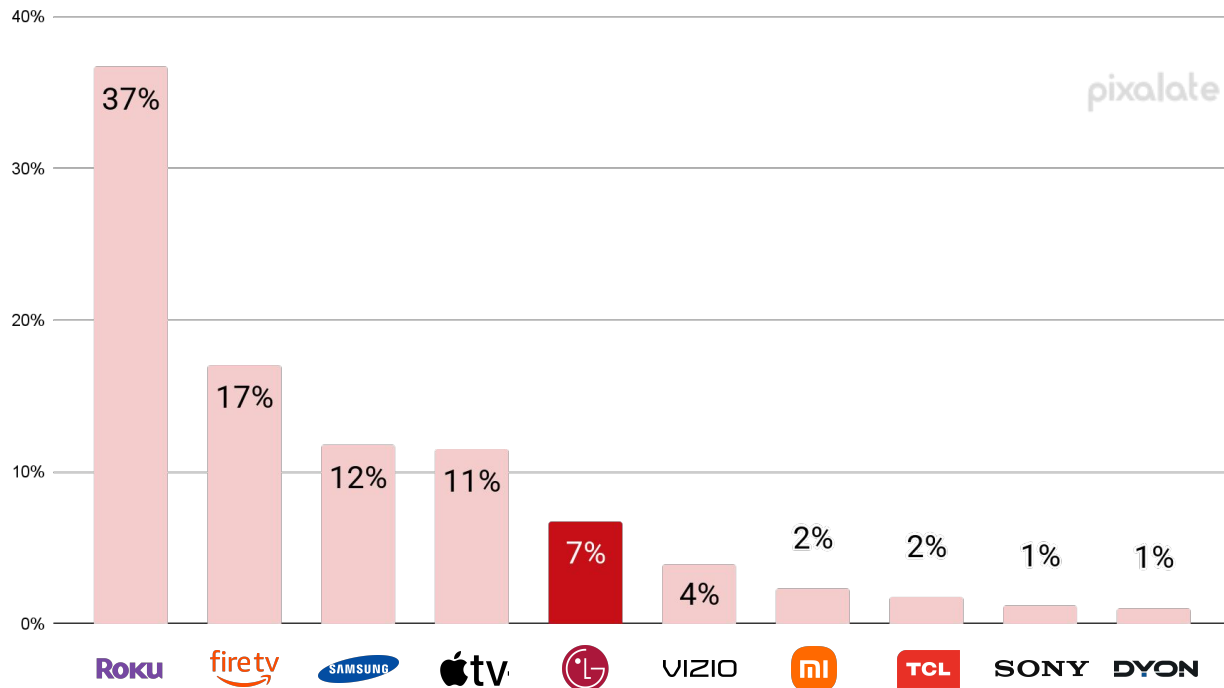
***What this stat means:** 7% of all open programmatic CTV ads, as measured by Pixalate, were delivered to LG devices.*



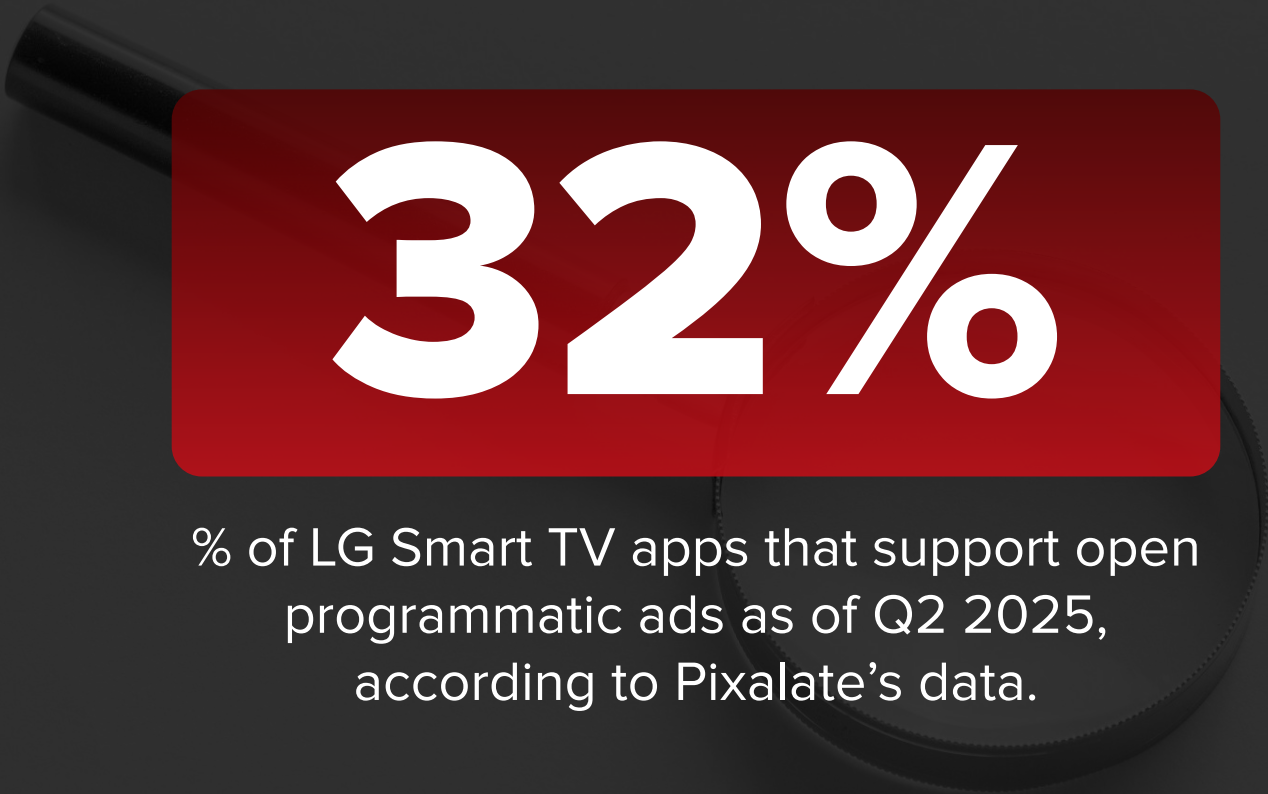


CONNECTED TV (CTV) DEVICE GLOBAL MARKET SHARE

Share of Voice (SOV%) of open programmatic ads sold by device type; global; as of Q2 2025; as measured by Pixalate



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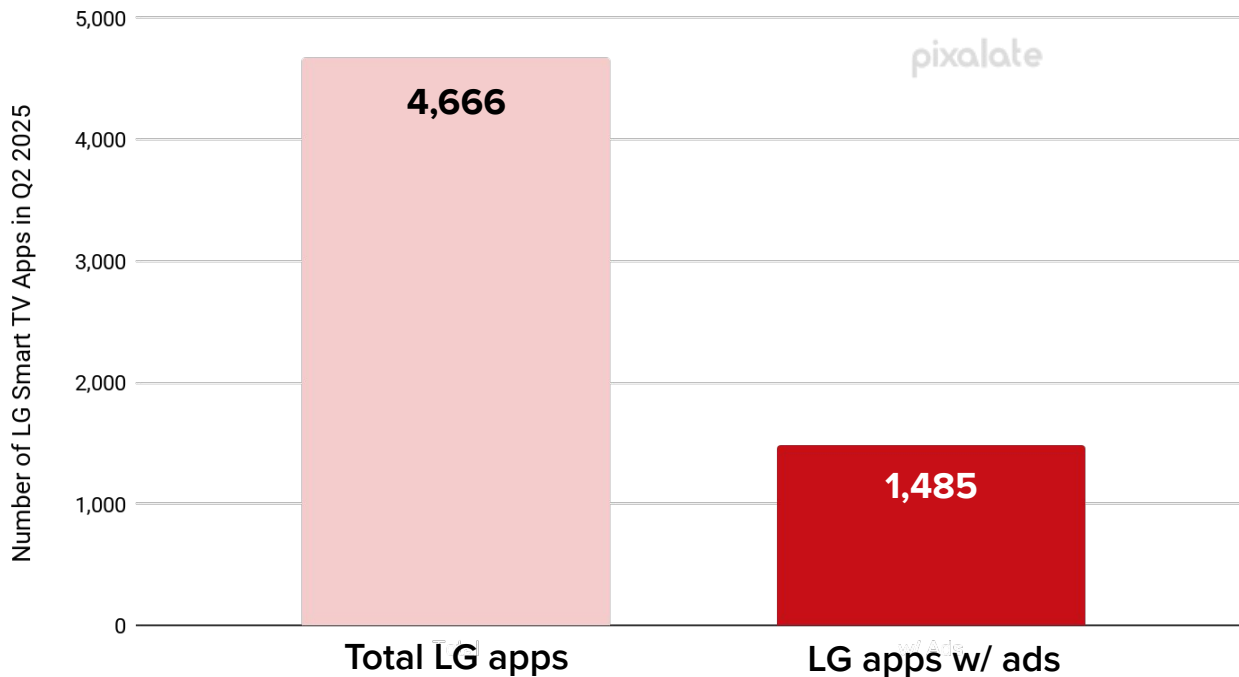
32%

% of LG Smart TV apps that support open
programmatic ads as of Q2 2025,
according to Pixalate's data.

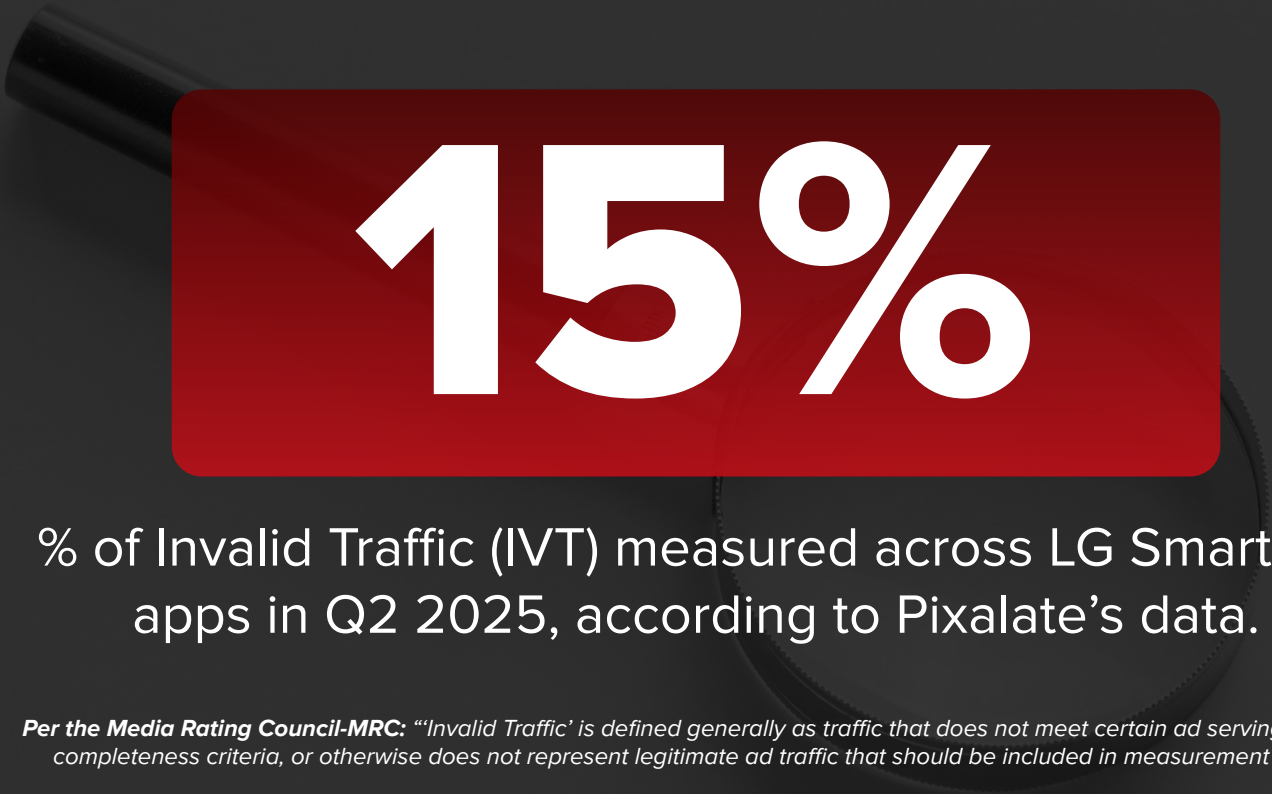


TOTAL LG SMART TV APPS VS. LG APPS WITH APP-ADS.TXT

LG Smart TV; based on app-ads.txt; as of August 2025; as measured by Pixalate



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15%

% of Invalid Traffic (IVT) measured across LG Smart TV apps in Q2 2025, according to Pixalate's data.

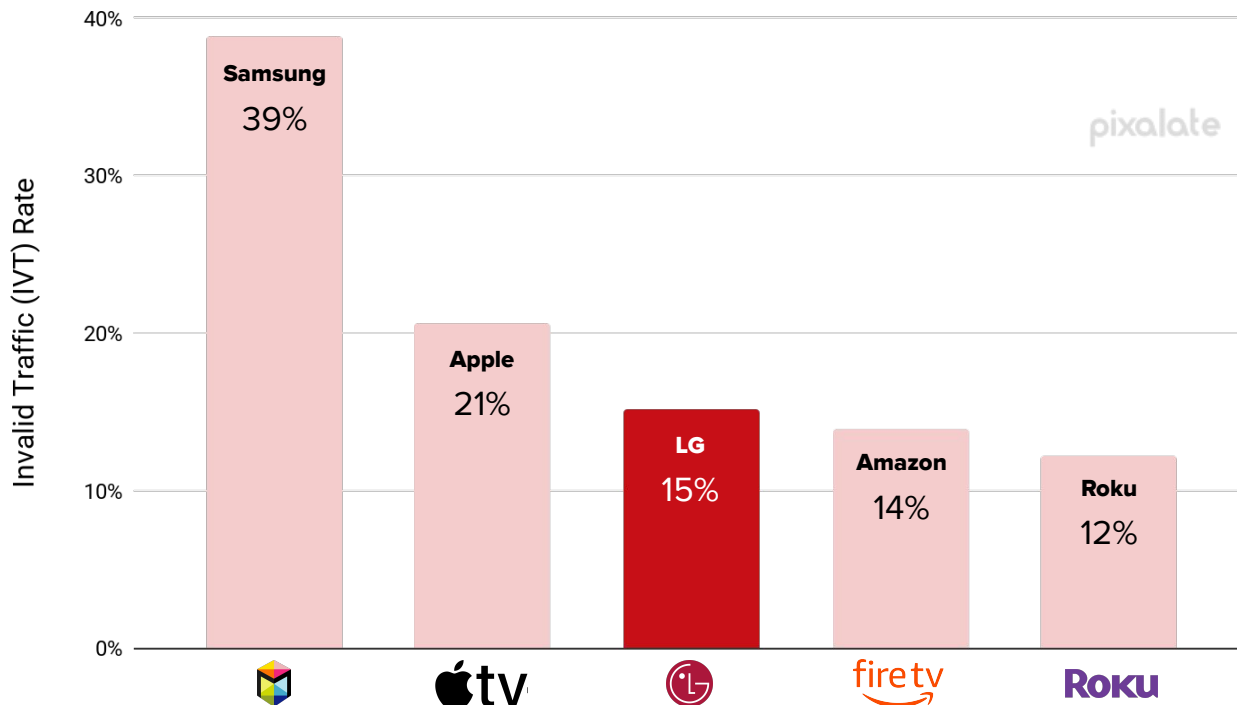
Per the Media Rating Council-MRC: "Invalid Traffic" is defined generally as traffic that does not meet certain ad serving quality or completeness criteria, or otherwise does not represent legitimate ad traffic that should be included in measurement counts."





GLOBAL INVALID TRAFFIC (IVT) RATES BY PLATFORM

LG Smart TV; as of Q2 2025; as measured by Pivalate



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METHODOLOGY & DISCLAIMER

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METHODOLOGY / GLOSSARY

Pixalate's data science team analyzed programmatic advertising activity across 23 billion global open programmatic ad transactions on Connected TV (CTV) devices from Q2 2024 to Q2 2025 to compile this research. This report focuses exclusively on 4.7K LG CTV apps.

In the context of this report, open programmatic ad transactions, as measured by Pixalate, are proxied for advertising share of voice (SOV, %). Devices with no identified manufacturer information are removed from the pull of open programmatic ad transactions when computing the advertising share of voice (SOV, %).

Pixalate's datasets—which are used exclusively to derive these insights—consist predominantly of buy-side open auction programmatic traffic sources.

Ad market share / share of voice (SOV, %):

Based on the proportion of sold programmatic ads associated with a given operating device, system, category, etc. For example, if Device type X received 20 of 100 total ads one quarter, its market share SOV would be 20%. If Device type X then received 36 of 120 total ads the next quarter (30% SOV), its market share would have increased by 50% (from 20% to 30%).

METHODOLOGY / GLOSSARY

Global Ad Spend Estimates - CTV Apps:

Pixalate global open programmatic CTV ad spend figures were calculated by integrating externally sourced data with Pixalate's internally tracked metrics. In the context of this report, third-party data is used to estimate the annual dollar value in 2025. Pixalate's derived quarterly share is then applied to determine the dollar value for Q2 2025 (\$5.7B), and proprietary estimates are utilized to determine QoQ time series and regional trends in 2025.

- Total estimated global digital ad spend (2023): \$627 billion ([Statista](#))
- CTV's estimated share (2023): 9.5% ([eMarketer](#))
- Upfronts' estimated share (2023): 34% ([eMarketer](#))
- Open programmatic estimated share (2023): 50% ([Simplifi](#))
- Estimated share of spend by quarter (Q4 2023, Pixalate): 32.1%
- Yearly and quarterly changes of open programmatic advertising traffic, as measured by Pixalate, are used as a proxy for estimates of changes in ad spend. This is inclusive of invalid traffic.

Apps:

An app is also sometimes called a “channel” when discussing CTV advertising. This report uses the term “app” for consistency. “Apps with programmatic ads” are based off app Bundle IDs in the ecosystem across all CTV app stores.

Connected TV/OTT:

Also referred to as “CTV” in this report. Pixalate defines CTV based on the device being used by the end-user. Examples of CTV devices include Apple TV, Roku, Amazon Fire TV, Smart TVs, and gaming platforms.

Programmatic CTV:

The report examines global programmatic advertising activity across CTV devices. Pixalate's datasets consist predominantly of open auction programmatic traffic sources.

DISCLAIMER

The content of this report reflects Pixalate's opinions with respect to the factors that Pixalate believes can be useful to the digital media industry. Any data shared is grounded in Pixalate's proprietary technology and analytics, which Pixalate is continuously evaluating and updating. Any references to outside sources should not be construed as endorsements. Pixalate's opinions are just that, opinions, which means that they are neither facts nor guarantees.

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ABOUT PIXALATE

Pixalate is a global platform for privacy compliance, ad fraud prevention, and data intelligence in the digital ad supply chain. Founded in 2012, Pixalate's platform is trusted by regulators, data researchers, advertisers, publishers, ad tech platforms, and financial analysts across the Connected TV (CTV), mobile app, and website ecosystems. Pixalate is MRC-accredited for the detection and filtration of Sophisticated Invalid Traffic (SIVT).



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