

We are currently in the midst of big changes in the programmatic advertising industry but whoa can it be overwhelming. It brings up lots of questions like, how do you know where to put your advertising budget and how can you plan your programmatic campaigns effectively?

That's why we put together this one-page report (with content we took from our larger Programmatic Trends for 2022 report). Let's break down all of the global challenges you may face and find out how you can overcome them.

## THE STATE OF CONNECTED TV

### SHOULD YOU ADD CONNECTED TV TO YOUR MEDIA PLANS?

2020 was the year of connected TV (CTV) making it no surprise that 2021 turned out to be the year of CTV advertising. Agency and brand marketers both love this high-impact medium so they can reach highly engaged audiences. While some are planning their CTV campaigns as an independent entity, most have gone down the omnichannel route to boost their existing reach and performance.

Connected TV comes in as the top priority in media plans for one in four marketers and 47% have CTV in their top three priority platforms globally. The British ad community is a bit more reserved in the

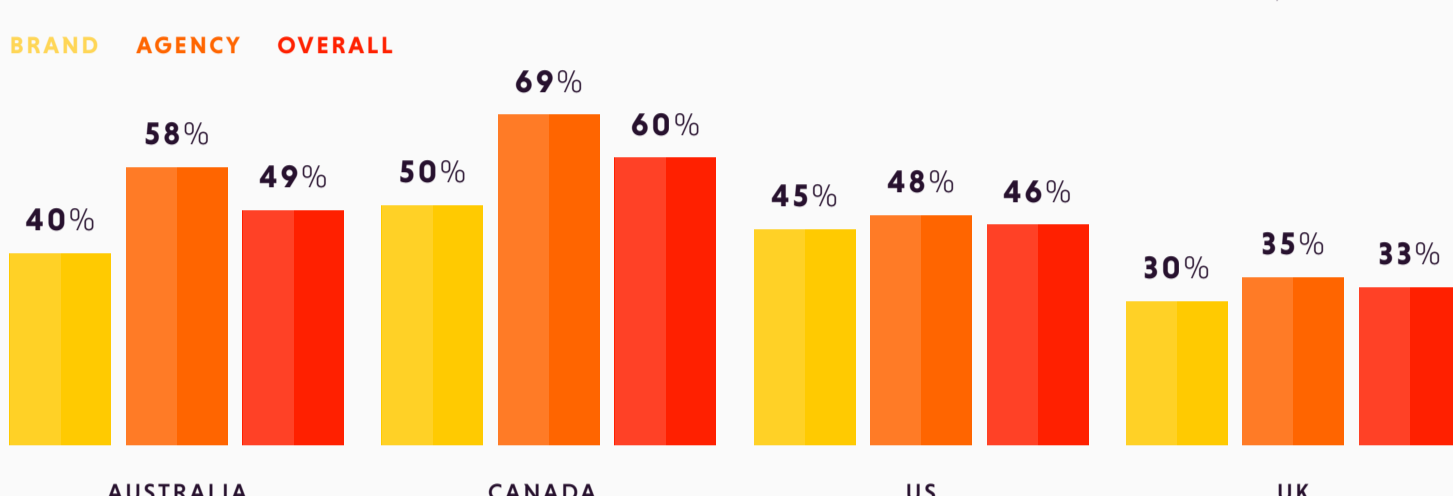
adoption of CTV advertising while CTV is a major hit among the American, Canadian and Australian advertising communities.

What do brand and agency marketers think? Agency respondents representing their major accounts are a bit more optimistic about CTV compared to brand marketers in Canada and Australia, while the optimism is more equitable in the US and the UK marketers. The low-mid spending advertisers in the UK are a bit more conservative about jumping on the CTV bandwagon.

### CTV IN EXISTING MEDIA PLANS

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021



### PROJECTIONS FOR 2022

The media spending projections for CTV are showing that over 81% of the marketers around the globe are looking to boost their ad spending going into next year, while 17% are looking to maintain their existing levels of spending. But the positive sentiment goes beyond the existing brands employing CTV

with a massive increase in new opportunities expected. Canadian marketers marginally trump their global counterparts in their spending projections around CTV.

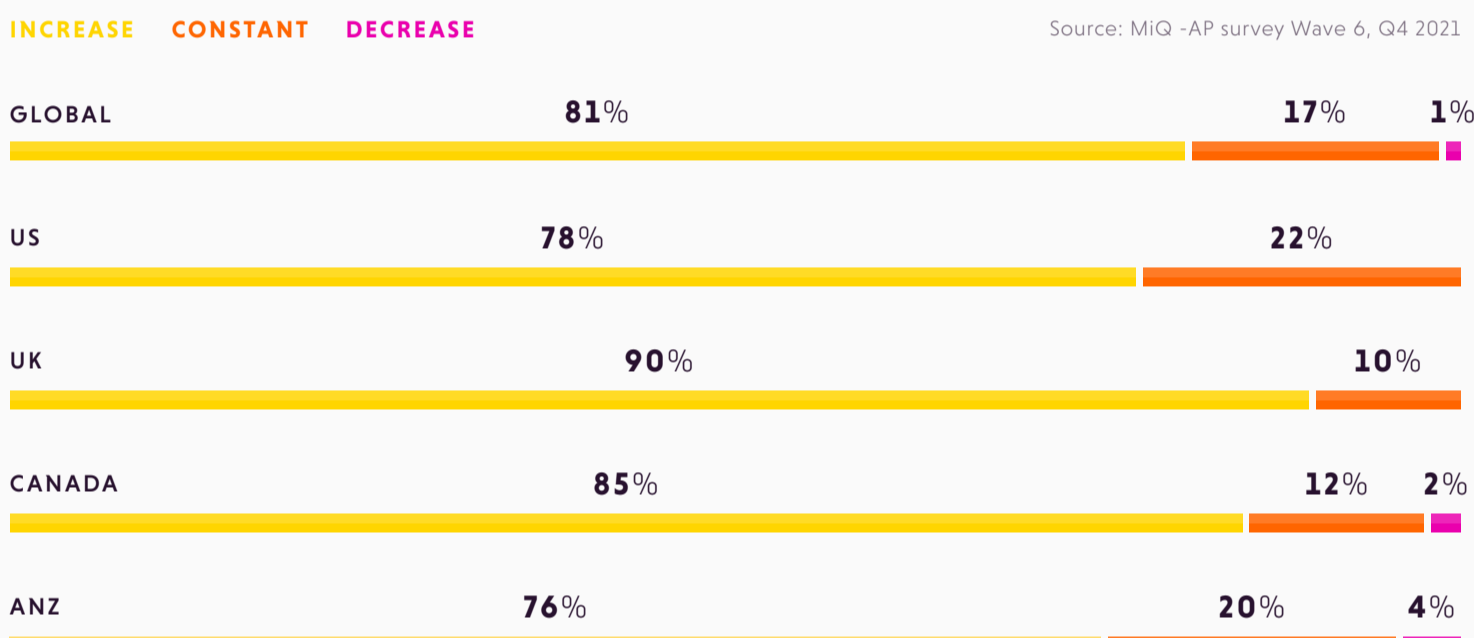
We should note that the incremental spending for CTV is not being diverted from the existing

programmatic plans. The ad dollars may be coming from spending that was paused/cut back during the pandemic or are being redirected from traditional media channels.

### CHANGE IN CTV BUDGET PROJECTION - 2022 VS 2021

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021



### IN-HOUSE OR MANAGED SERVICE?

How are marketers looking to activate CTV campaigns? 43% of marketers globally are looking for a managed service partner to help them with their planning and activation, a stat that is significantly more prominent in Australia (68%). While in the US and the UK, one in three marketers are opting for hybrid service partnerships. The Canadian marketers are most interested in developing CTV capabilities in-house or activating through self-serve platforms.

balance between cost and control. While a significant proportion of advertisers in the US are looking to collaborate with cost-friendly streaming service providers (networks, publishers and platforms) like Hulu and Roku directly, advertisers in the UK, CA and Australia are more interested in opting for more robust DSP partnerships with the likes of TTD and Amazon advertising (either directly or through intermediaries) for higher control.

With a lot of different sources available for audiences to buy and activate CTV inventories, marketers are still struggling to find the right

### THE CHALLENGES OF CTV

Not surprisingly, marketers are struggling to find a balance between cost and performance/ reach globally and we see marketers in the US and AU putting the focus on pricing considerations. Marketers in the UK and Canada are opting for performance and campaign optimization as key challenges.

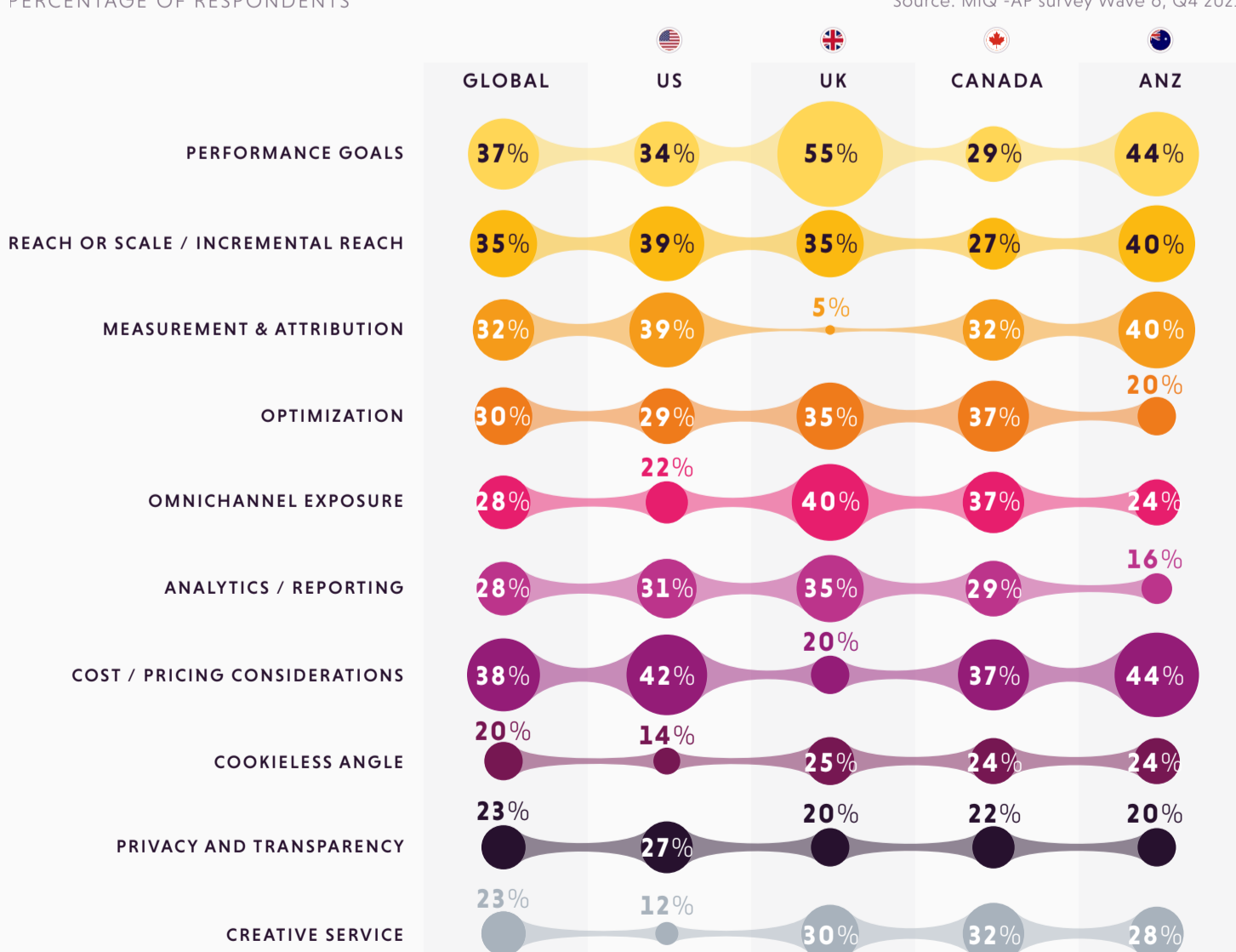
These challenges further trickle down into how marketers select their activation partners. In the US, incremental reach is the biggest differentiator, while in the UK campaign optimization can be a major differentiator. Creative support through creative design and data-driven consulting is also up there for marketers in Canada and Australia.



### KEY CHALLENGES IN CTV ADVERTISING

PERCENTAGE OF RESPONDENTS

Source: MiQ -AP survey Wave 6, Q4 2021



Planning is hard. That's why we wanted to give you a peek into what challenges marketers around the world face when it comes to programmatic display campaigns. The predictions can help you see where your focus for 2022 should be.

Having a tough time with your 2022 planning? We get it, there's no way to conquer programmatic planning or to get effective results. That's why chatting with a trusted media partner can help, get in touch with our team of programmatic experts.

Get started by reaching out to us at [wearemiq.com/contact](https://wearemiq.com/contact) or contact your MiQ representative.