Tune in to Display & Video 360 to reach your connected TV audience

With more and more premium TV content available via streaming and accessible with programmatic technology, reaching your connected TV (CTV) in a high-quality, brand-safe environment has never been easier. Here’s how you can reach CTV viewers in the US with Display & Video 360.

With Display & Video 360, you can reach

- 80% of all CTV households in the U.S.
- 92% of all ad-supported CTV households in the U.S.

And get access to the top 50 most watched ad supported CTV apps in the US

Reach your CTV audience, no matter how they access content

- 72% of CTV households who are cable subscribers
- 86% of CTV households who are cord-cutters
- 91% of CTV households who are cord-nevers

No matter how much they watch, Display & Video 360 reaches

- 67% of all light streaming CTV households in the US
- 89% of all medium streaming CTV households in the US
- 96% of all heavy streaming CTV households in the US

Source: Comscore, Q3 2020; U.S.

Learn about new tools in Display & Video 360 and Campaign Manager to help you grow your brand and navigate the streaming boom.