



Must-CTV

Streaming's Shift From
Promise to Performance

 2026 Global Insights



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Must-CTV

Streaming's Shift From Promise to Performance

Welcome

Last year, DV published our first Global Insights report on streaming TV with a clear message: The opportunity in streaming is enormous, but persistent challenges around transparency, viewability and fraud were holding back its full potential. DV asked the industry to raise the bar — and the industry answered that call. We, too, moved aggressively to give advertisers the tools they need.

The data in this report shows these efforts, alongside broader industry progress, are paying off.

Improvement in the Metrics That Matter

App transparency — a foundational prerequisite for everything from brand suitability to campaign performance measurement — improved year over year, reflecting a market that's responding to real demand from advertisers and meaningful commitment from streaming TV platforms.



Todd Randak, GM, CTV

The fraud picture is equally encouraging. The average global fraud rate for CTV video ads plummeted last year, a testament to the combined impact of stronger pre-bid protections, more sophisticated filtering and an industry-wide recognition that premium inventory requires premium safeguards.

Collaboration Is Increasing

Perhaps the most important developments are coming from the supply side. Streaming platforms and publishers are increasingly embracing transparency on their own terms. Partners such as Spectrum Reach® have joined DV's Certified Transparent Streaming program, contributing verified show-level data to DV's privacy-preserving clean room. When these partners invest in transparency, the entire industry benefits.

What's on the Horizon

None of this means the work is done. As this report will show, challenges remain in measurement consistency, cross-device attribution and global adoption.

But the trajectory has shifted. Streaming TV is no longer just a high-growth channel with high-growth problems. It's evolving into an accountable performance channel built on something that matters more than any single product: trust earned through collaboration.

We're proud to share this year's findings with you.

Todd Randak
GM, CTV

↑ 16%

CTV app transparency, Q1 2026 vs. Q1 2025

CTV App transparency means that DV can see the specific CTV apps on which your ads served.

↓ 69%

Average Global Fraud Rate, CTV video ads, 2025 vs. 2024

Fraud rate is a post-bid metric that quantifies impressions that served, but not to humans.

Methodology

Data for this report comes from proprietary metrics pulled from campaigns DV measured post-bid in 2025, additional DV data, and our annual commissioned surveys of marketers and consumers.

[See the appendix for full methodology.](#)



Streaming TV The Big Picture

Premium content? *Check.*

Engaged audiences? *Check.*

Measurable full-funnel performance at scale? *Check.*

With promise and potential like this, it's no wonder that streaming TV media, especially on CTV, has evolved from an advertising nice-to-have to an advertising must-buy.

A sizable majority of marketers said that ads on CTV outperform campaign baselines, and more than half reported spending more — for some, a lot more — on streaming TV/CTV media during the previous 12 months.

69%

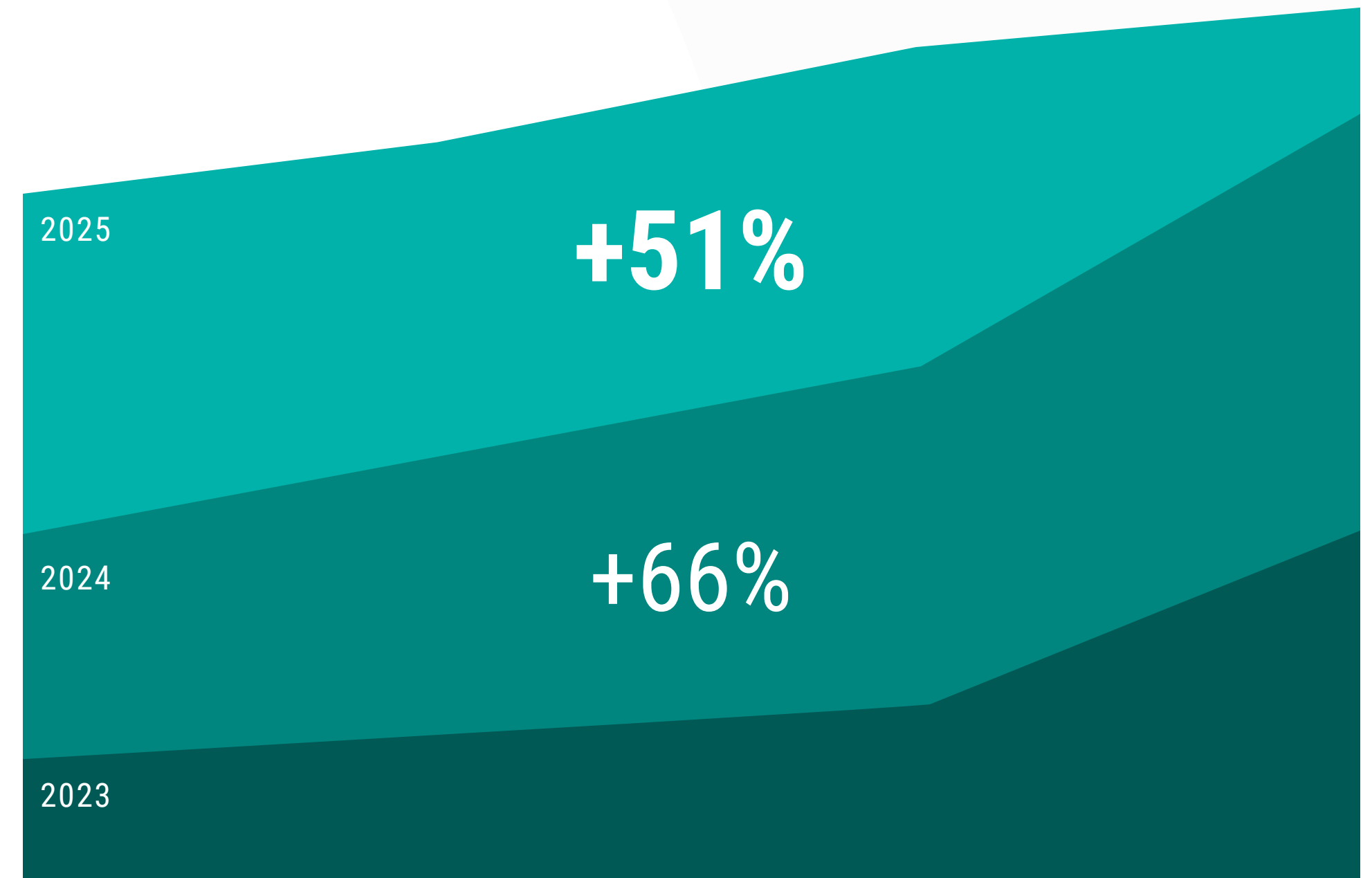
of the marketers DV surveyed said CTV ads outperform campaign baselines

CTV Is King

As the industry matures, marketers are increasingly choosing CTV over desktop, mobile app and mobile web as the preferred device for video ad impressions.

With its unique combination of big-screen impact and digital precision, CTV is seen as the natural evolution of TV advertising.

CTV Impression Volume Is Expanding Each Year



Definitions

Video advertising is a broad term for video impressions delivered via the open web and apps. This could be anything from a video ad on a recipe site to a streaming TV ad in a viewer's living room.

Streaming TV refers to professionally produced shows and movies on Internet-connected devices, including computers, tablets, smart phones and CTVs.

CTV refers specifically to televisions connected to the Internet either directly or through an intermediary device.

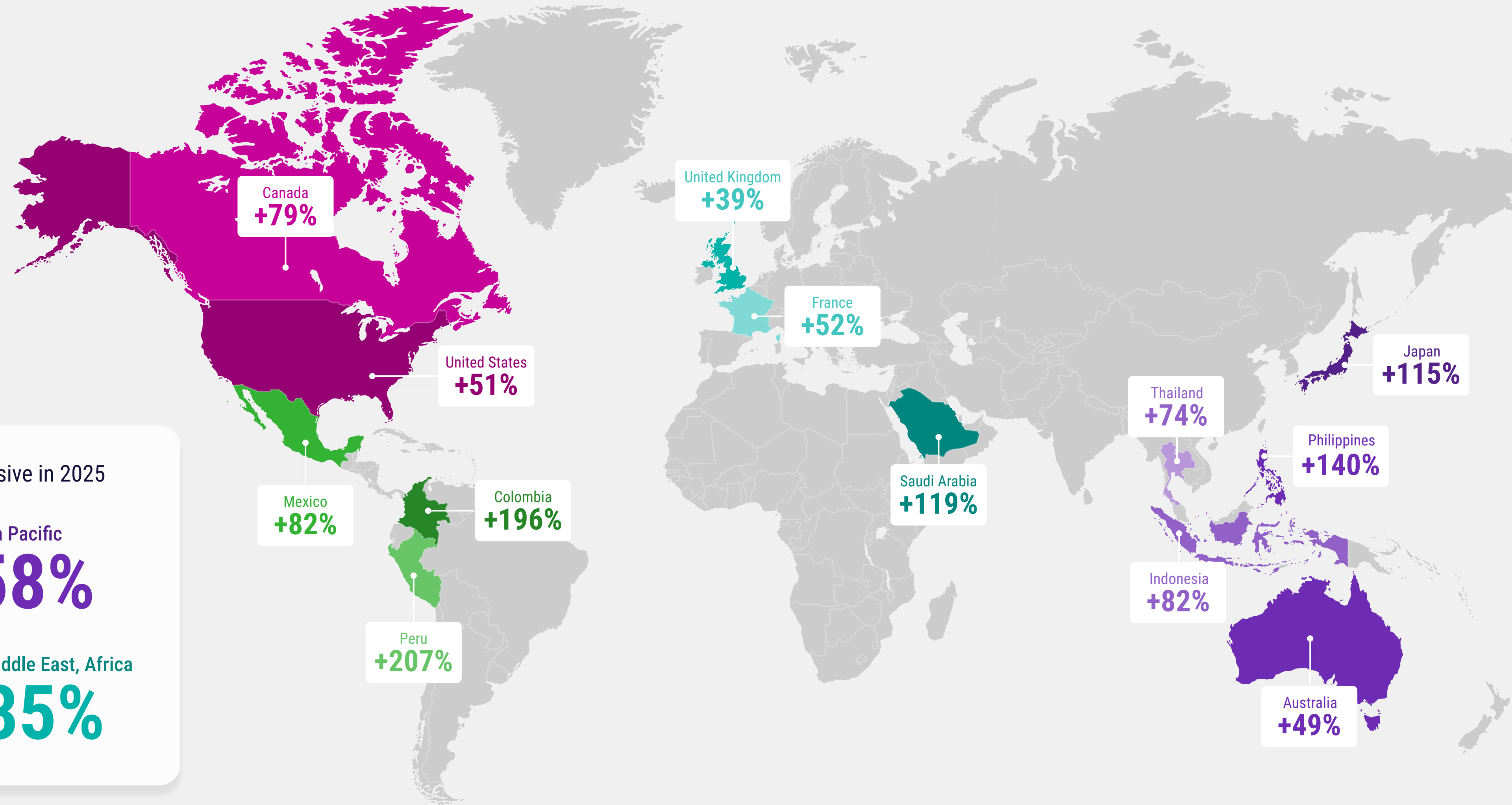
See the appendix for full methodology.

Hot Markets

DV is monitoring a growing volume of CTV impressions in every region where we operate, particularly Asia Pacific and Latin America.

Among the markets within these regions, Peru and Colombia had some of the most dramatic increases.

Volume increases in markets with already-high impression volumes, including the United States and Australia, were not as dramatic but still substantial.



Impression Volume Got More Impressive in 2025

Latin America
+58%

Asia Pacific
+58%

North America
+52%

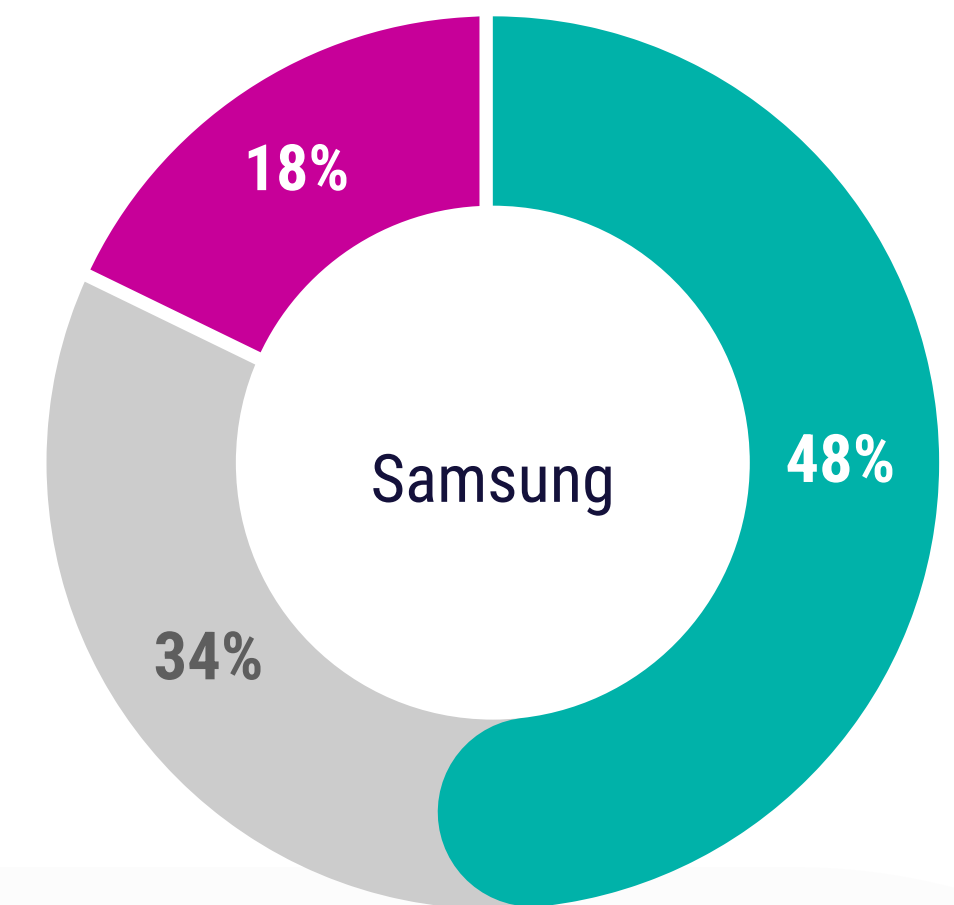
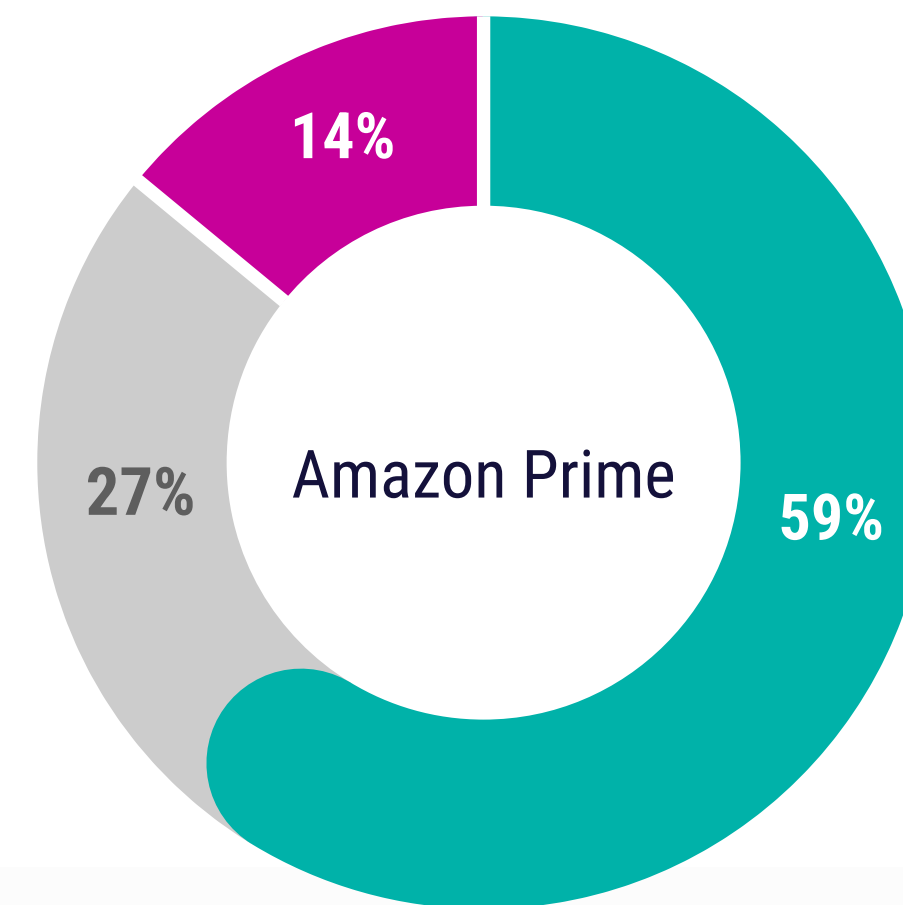
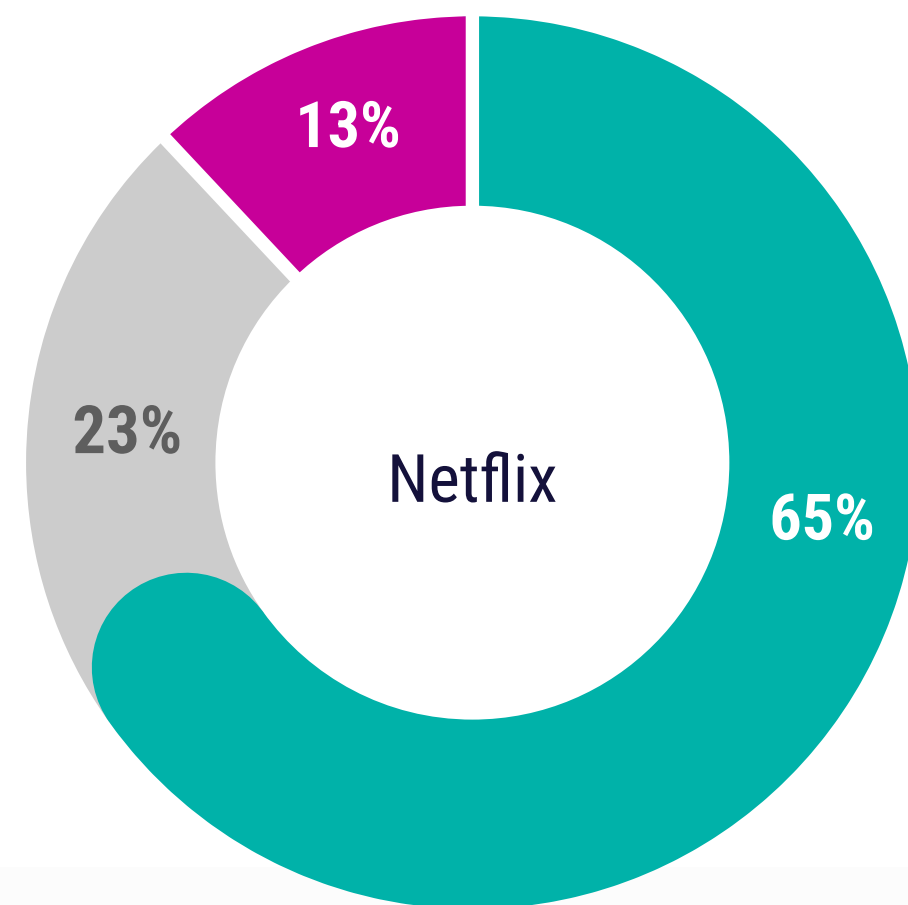
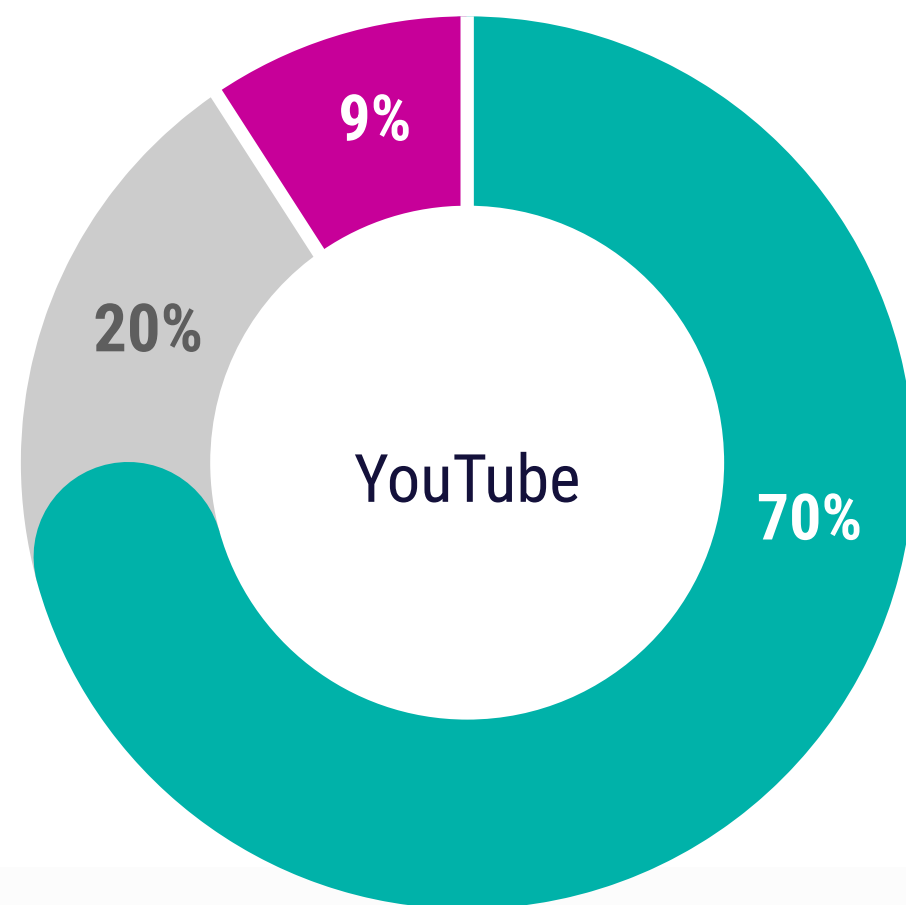
Europe, Middle East, Africa
+35%

Big Platforms, Bigger Investments

A clear majority of marketers said they had increased their investment in YouTube over the previous year, making it the biggest winner among streaming TV platforms available globally. Netflix was the runner up, followed by Amazon Prime and Samsung.

MARKETERS
How has your streaming investment changed over the last year?

Increased Stayed the same Decreased



Where There's Still a Way to Go

Surveyed marketers who advertise on CTV continue to wish for improvements in planning, buying and measurement. Many said it would take progress in these areas to justify any increase in their investment.

Targeting

Asked to rank the top three new capabilities they'd be most interested in, more than half of CTV advertisers chose the ability to target more precisely throughout the campaign lifecycle. This includes show-level insights during planning, audience segments during buying, and dayparting measurement.

More targeting precision is also the top factor these advertisers would need to justify increasing their current investment in CTV. Other potential motivators include more control over reach, frequency and content; insight into content performance; and consistent measurement and reporting across platforms.

Verification

Current CTV advertisers said they were interested in third-party confirmation that ads ran on the shows and devices they were intended for.

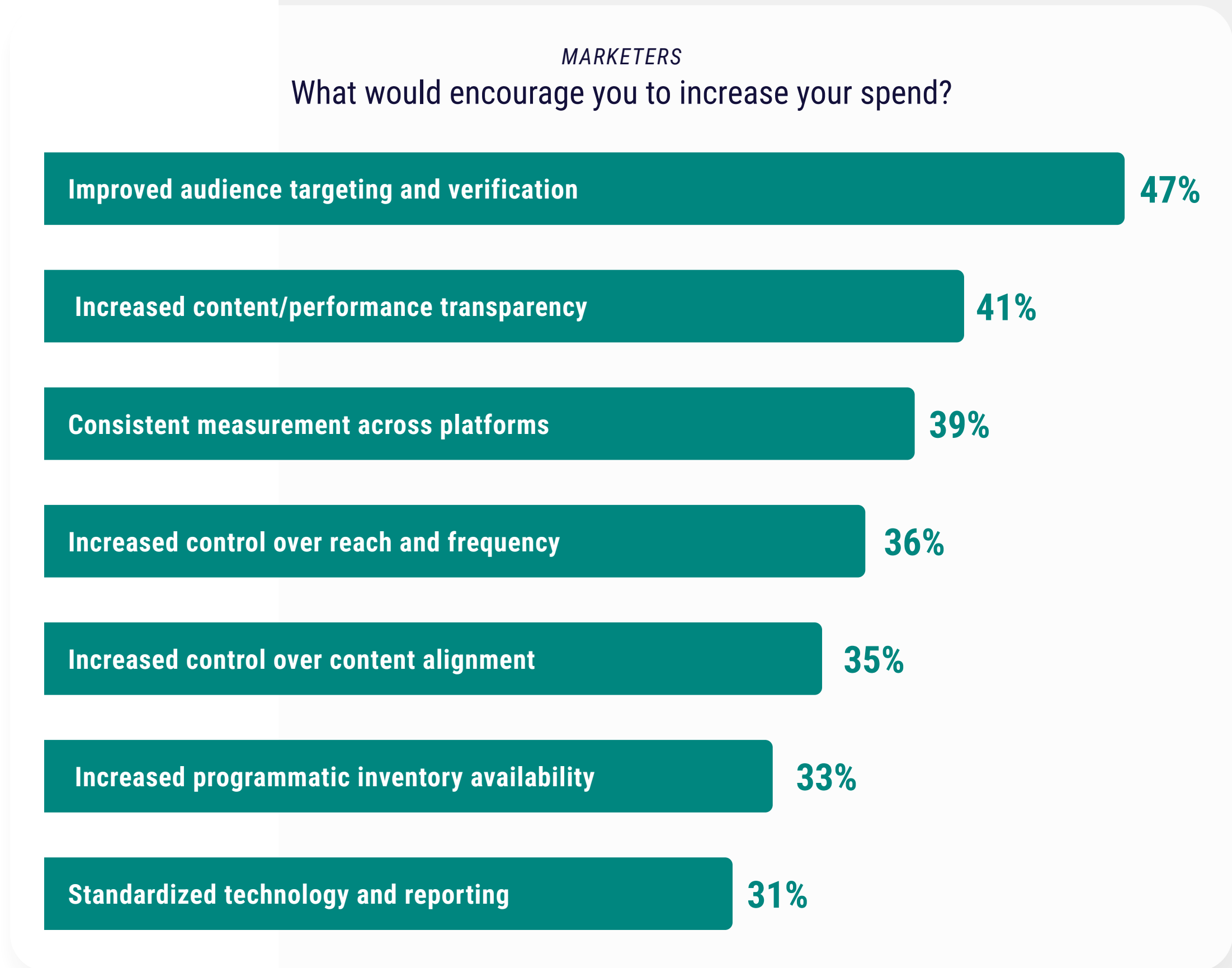
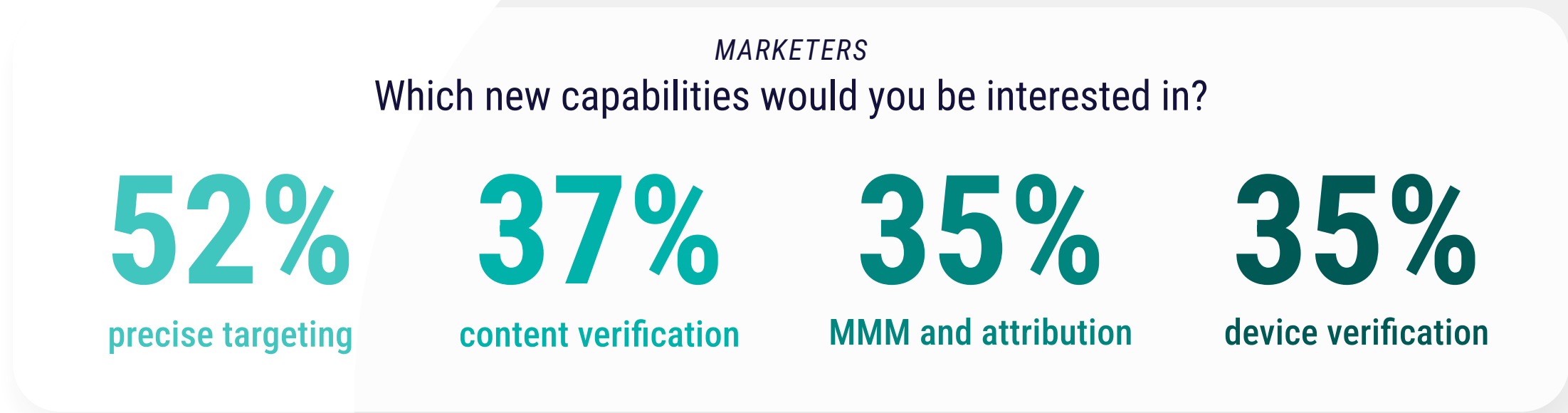
Performance

Finally, they were interested in integrating marketing mix modeling (MMM) and attribution measurement into their campaigns.

Spoiler Alert: There's a DV Solution for That

Last fall, we introduced DV's Verified Streaming TV™, which helps our clients ensure that ads intended to appear in streaming TV content actually end up there.

This January, we followed with DV Authentic Streaming TV™, a suite of solutions designed to make streaming TV the manageable, accountable channel advertisers want, need and deserve.

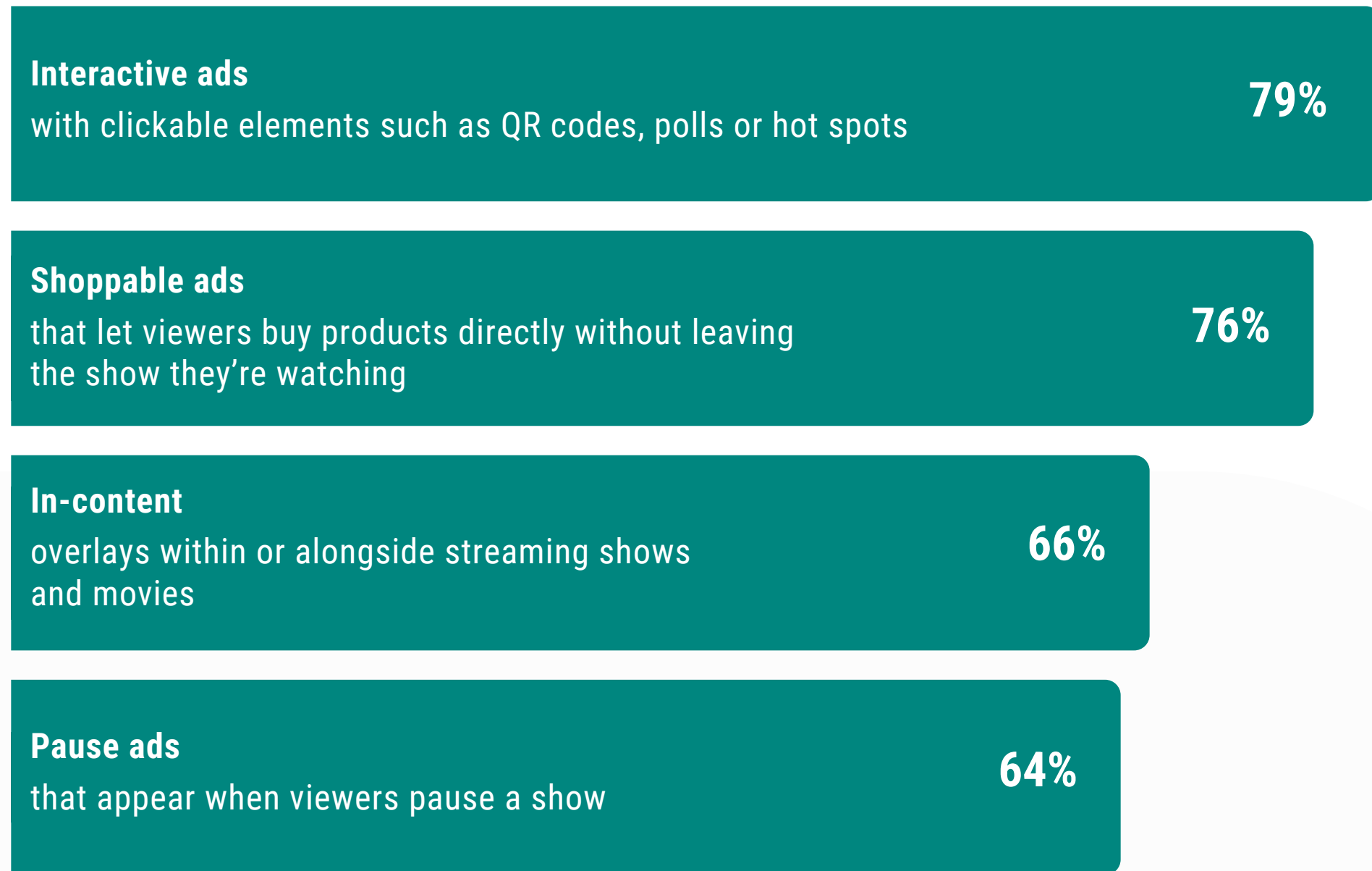


Emerging Ad Formats

Marketers are confident that streaming TV ads can deliver the performance they're looking for, especially as long-promised interactive features become widely available.

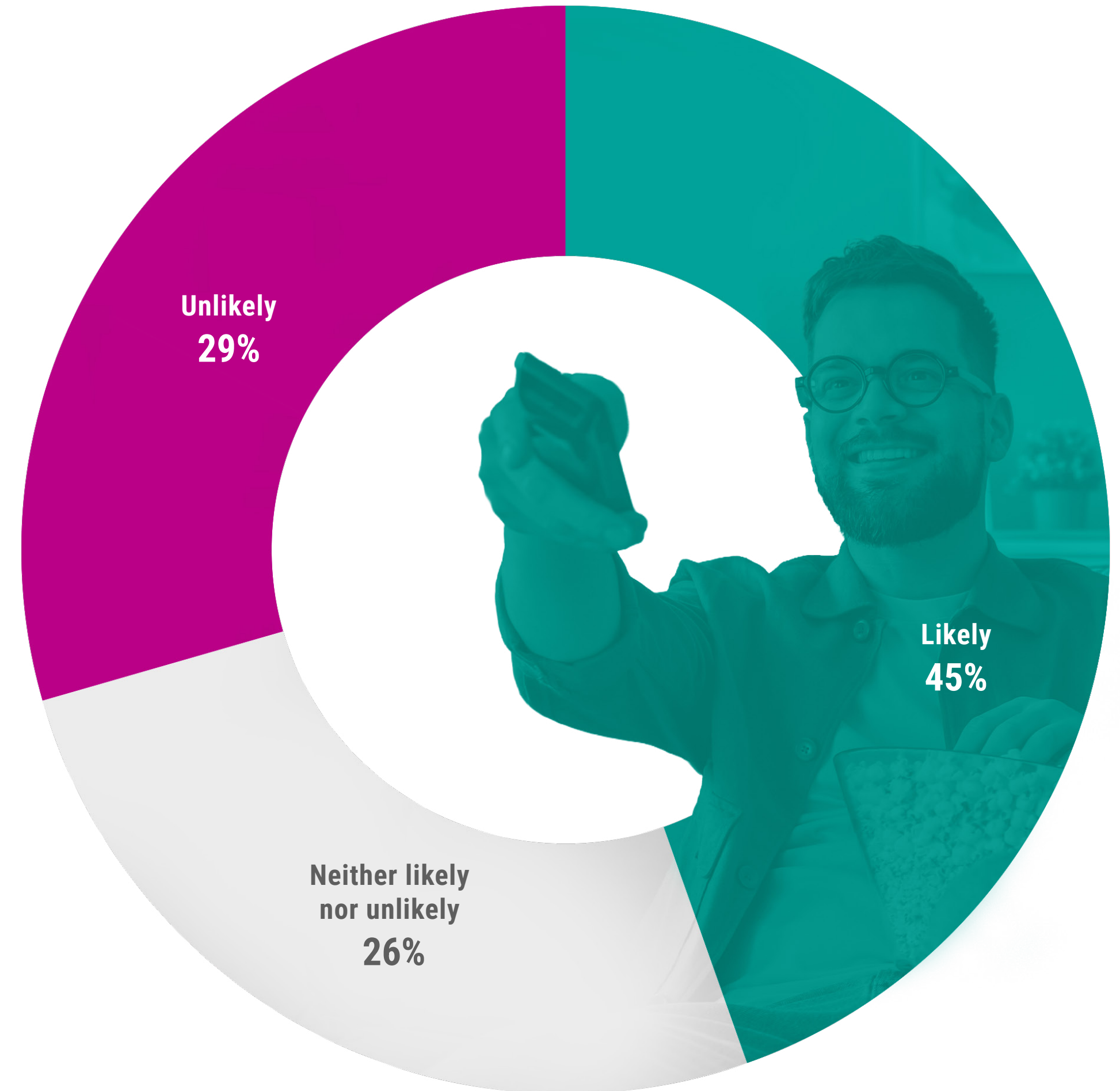
Consumers, too, said they were likely to engage with shoppable ads.

Marketers Who Expressed Confidence in the Performance of...



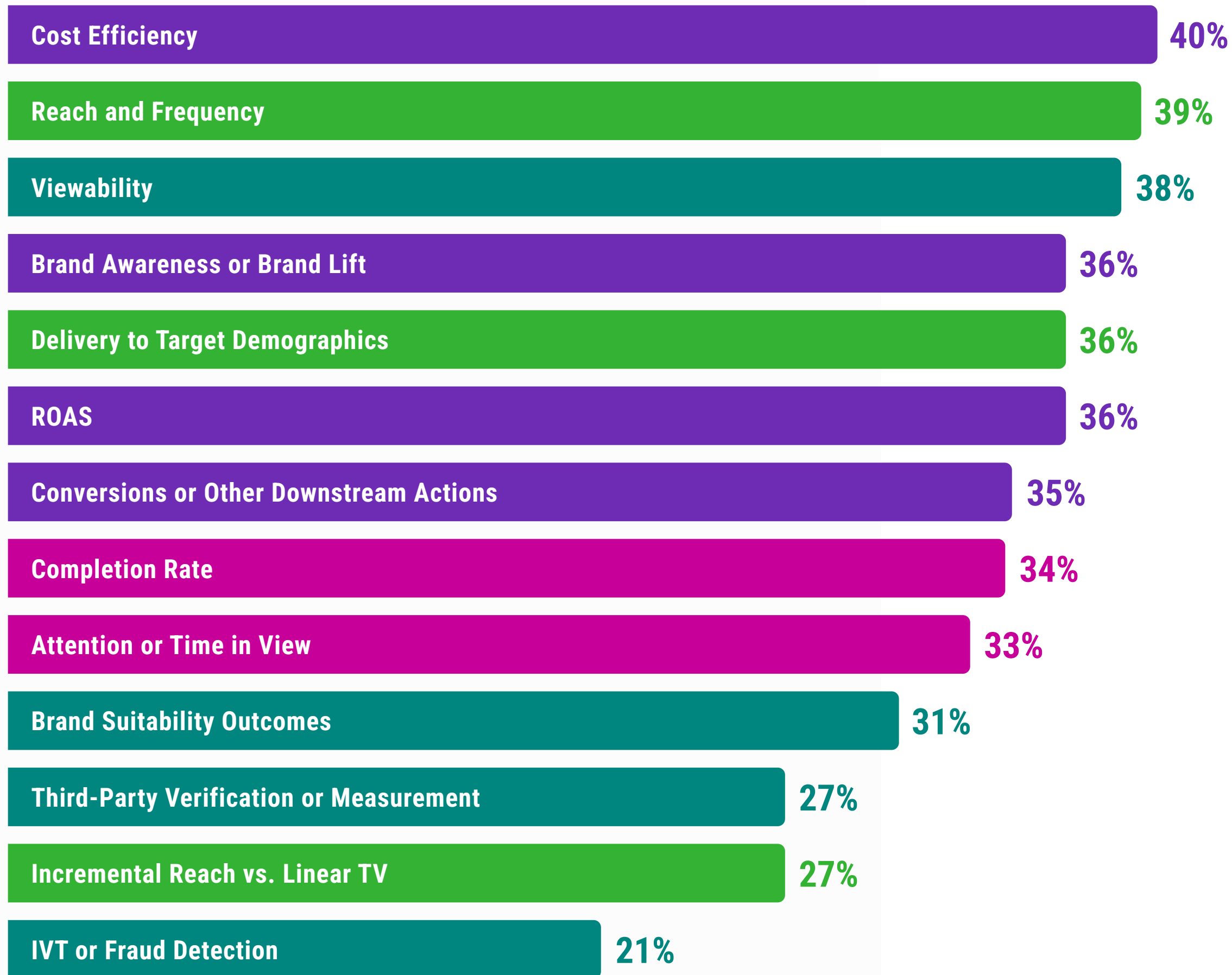
CONSUMERS

How likely would you be to buy a product from a shoppable ad while streaming content?



MARKETERS

How do you measure ad performance on streaming tv platforms?



Key Performance Indicators

Surveyed marketers who currently advertise on streaming TV platforms evaluate campaign success through a variety of dimensions, from media quality to business impact.

Media Quality

Was the ad seen by a human in a brand-suitable environment?

Reach and Context

Did it find and serve to relevant segments?

Attention and Engagement

Was it watched?

Business Outcomes

Did it get results?

Clarity. Control. Performance.



Our industry-first DV Authentic Streaming TV™ gives advertisers unprecedented clarity into — and control over — where their spend is going.

It combines show-level intelligence, AI-powered performance optimization and unified measurement into one streamlined workflow designed to deliver better campaign performance and bigger wins.

[Learn more on page 21.](#)



Transparency Is The Key to Everything

In general, streaming TV is less straightforward and accountable than other forms of digital media.

Each platform and publisher operates independently, with its own content-classification and measurement systems, making it nearly impossible for advertisers to understand campaign performance holistically.

Meanwhile, technical and regulatory barriers limit the information that can be disclosed. In the U.S., the Video Privacy Protection Act (VPPA) restricts streaming platforms from sharing the video viewing history of individual customers. In addition, platforms have their own rules about sharing content data.

For years, these baked-in constraints have limited what third-party measurement providers, including DV, could quantify.

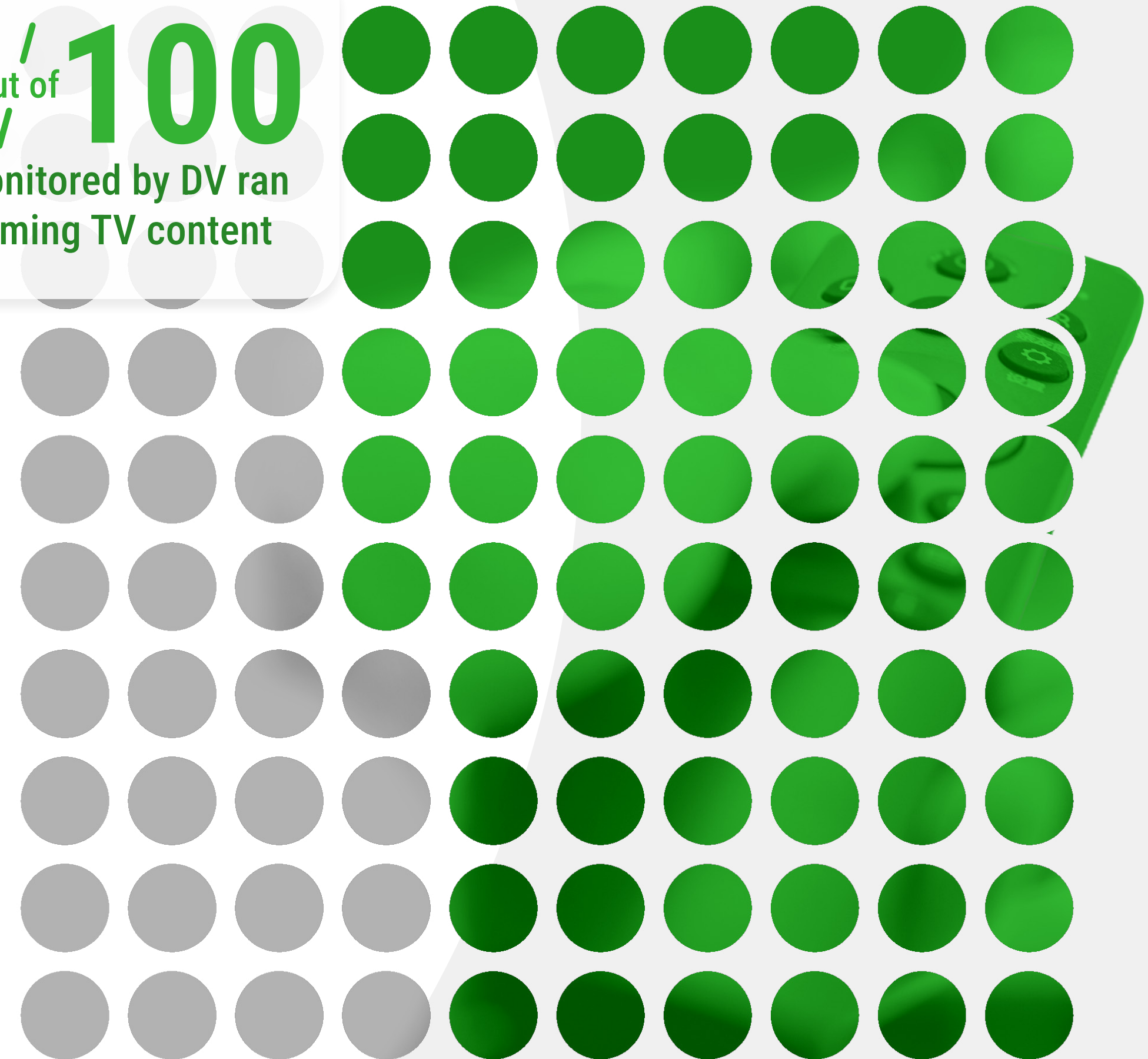
Improvements in CTV App Transparency

DV (and other providers) can verify that our clients' ads served on CTV devices. But until recently, platforms offered little visibility into the specific CTV apps on which these ads served. Did every CTV impression end up on a streaming TV app? Or were some serving on other apps that can also live on CTV devices?

As recently as 2024, we could only determine the host app for about half of the CTV impressions we measured.

Today, thanks to collaboration from our streaming partners, we now know that more than two-thirds of the CTV ads we measure did, in fact, deliver in streaming TV content. That's attributable in part to our new Verified Streaming TV™ solution. Its pre-bid segments help ensure that the streaming TV inventory you paid a premium for runs on streaming TV apps. And its post-bid measurement proves whether or not that happened.

66 out of **100**
CTV ads monitored by DV ran within streaming TV content



Show-Level Transparency Provides a Closer Look

A step more detailed than app transparency, show-level transparency means that advertisers can see the exact content in which their ads ran.

Nearly all surveyed marketers who advertise on CTV indicated that this information is important to their media strategy and planning, and that they need it to justify a streaming TV investment. Of those, the majority need this data when buying media and optimizing campaigns.

It's a performance imperative: when advertisers can verify whether their ads ran in brand-suitable shows and movies, they can optimize toward those that performed better.

OK, So Where Are the Rest of Those CTV Impressions Going?

It's good news that two-thirds of monitored CTV impressions are serving to streaming TV apps. But what about the other third?

Advertisers spend billions on streaming TV impressions delivered outside intended inventory. Most don't even know it.

Because CTV app transparency varies by platform and publisher, sometimes we still don't have enough information to verify an impression.

In other cases, the impressions serve elsewhere. Streaming TV platforms often use audience extension networks to fulfill their impression commitments. If a media buyer purchases five million CTV impressions, but the platform can only deliver three million on its core streaming app, the remaining impressions are delivered on music, fitness, teleconferencing, screensaver and other apps that can live on CTV. Some impressions may be routed to DOOH screens.

These environments aren't necessarily bad, but they can introduce media quality challenges, and they're not considered premium.

Yet the advertiser may still be paying a premium CPM.

99%

of marketers say show-level transparency is important

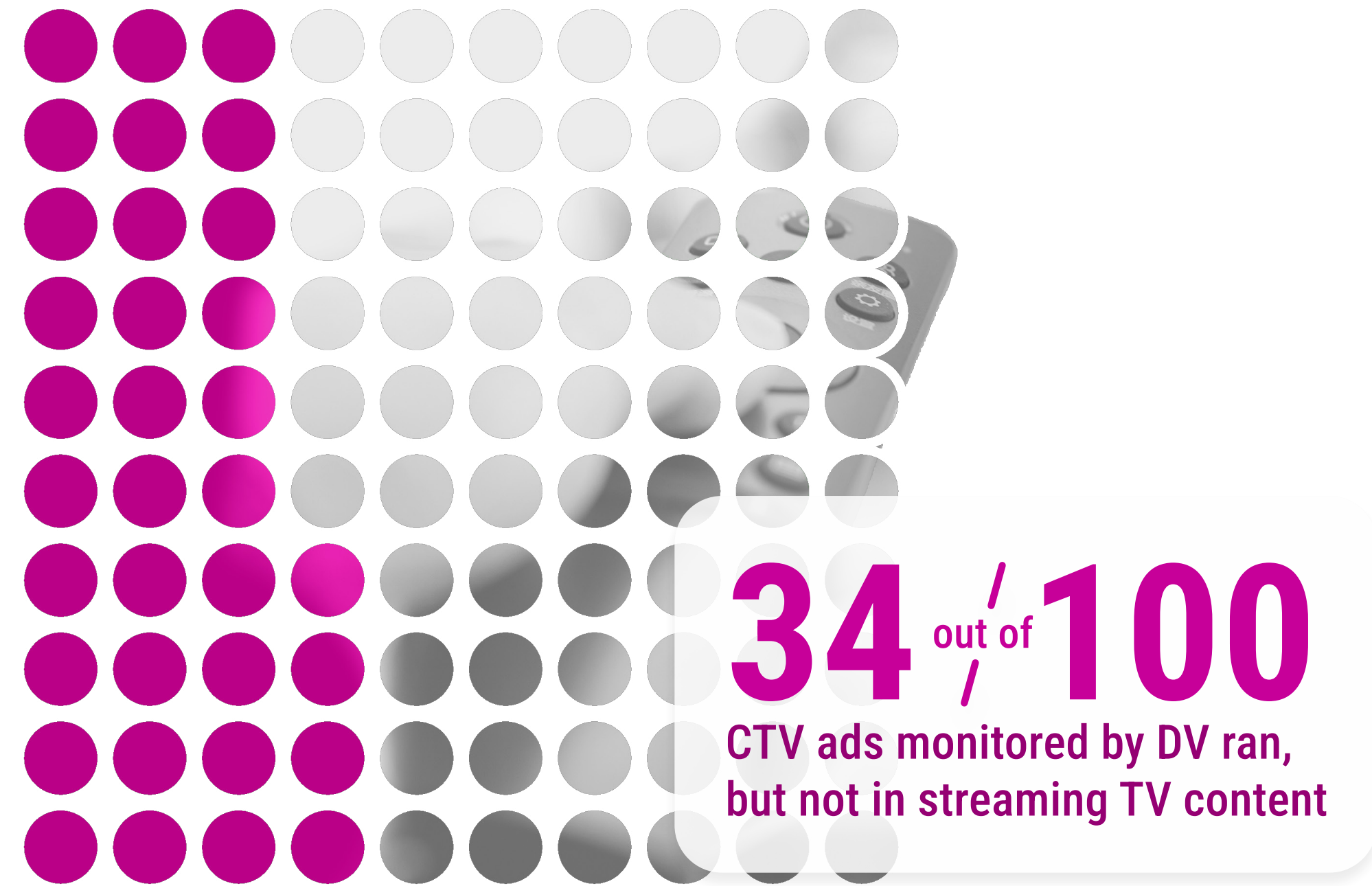
69%

of them need this data when buying and optimizing

-\$4B

Estimated annual loss to advertisers

Misplaced spend means that premium CPMs spent on streaming TV ads went to ads that didn't run in streaming TV content.



A Space for the Supply Side



To see into streaming TV content, DV needs permission from the publishers and platforms that own it. We now have a new way for them to collaborate.

DV's **Certified Transparent Streaming** program lets publishers share the show-level information advertisers want and need while remaining privacy-compliant.

To be certified, publishers must demonstrate that they can meet DV's criteria for data quality, consistency and transparency.

They can then contribute data to DV's clean room, where it's aggregated, anonymized and shared with our clients. Individual viewer information remains with the publisher.

Media Quality

Did You Get What You Paid For?

DV defines streaming TV media quality the same way we define it in all other environments:

- The ad has the *opportunity to be seen*
- In a *brand-suitable environment*
- By a *human*
- In the *intended geography*

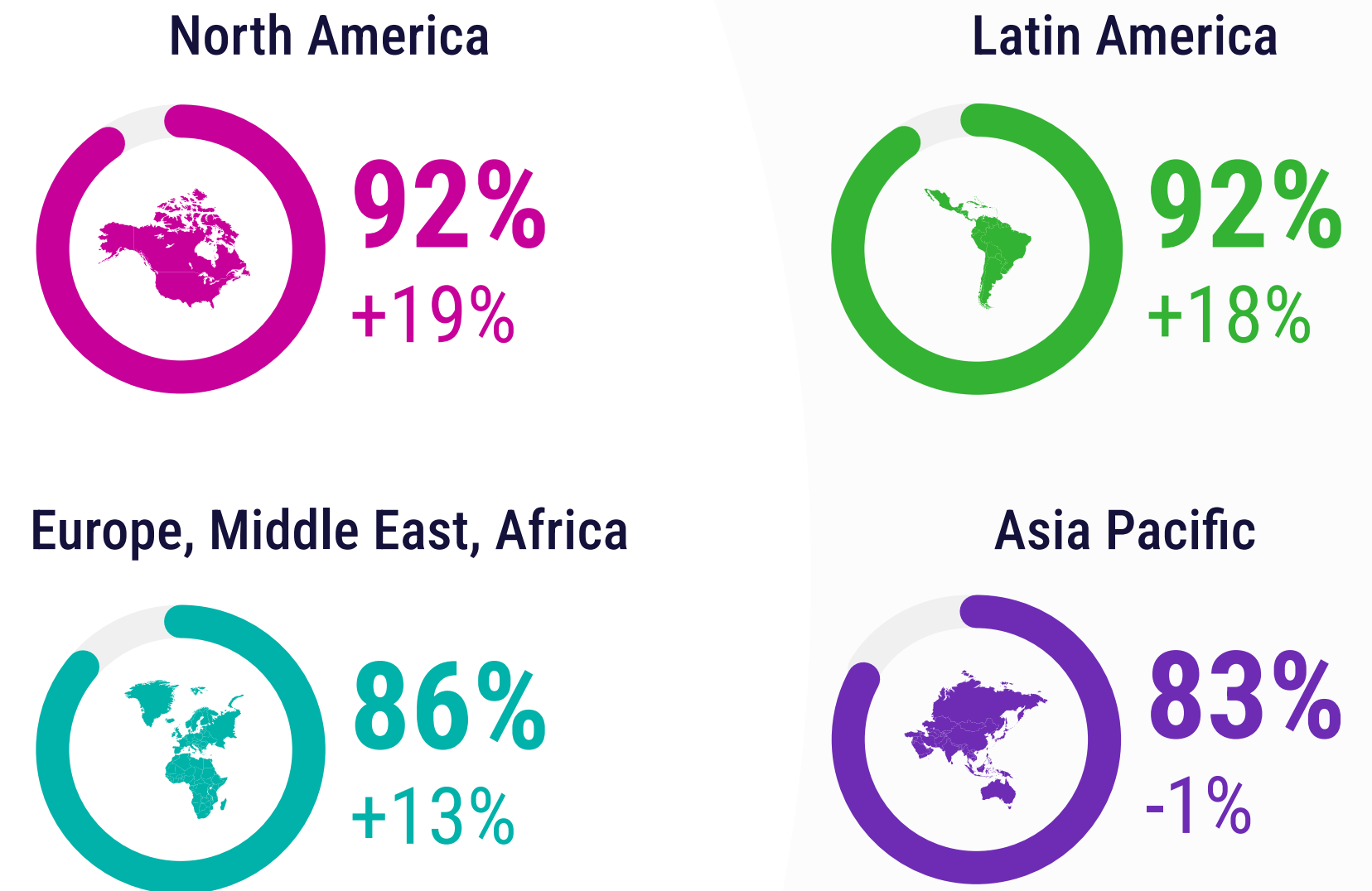
Media quality protections safeguard brand equity and media investment. They are designed to make every dollar of ad spend work harder by minimizing waste, maximizing return on investment and improving campaign performance.

Without these protections, advertisers risk paying for impressions that simply don't deliver value.

To verify media quality, DV measures each ad's viewability, fraud, brand suitability and geographic location. This report focuses on the first three metrics.

CTV Authentic Viewable Rate by Region, 2025 vs. 2024

CTV Authentic Viewable is DV's primary media quality metric for CTV. It verifies that each measured impression was viewable, fraud-free, brand-suitable and in-geo.



The Cost of Forgoing Media Quality Protections

-\$2.25M per billion impressions

 **Viewability**

Do Your Ads Have the Opportunity to Be Seen?

As transparency improves, so too does our ability to measure impressions accurately. CTV in particular has become significantly more measurable in just two years.

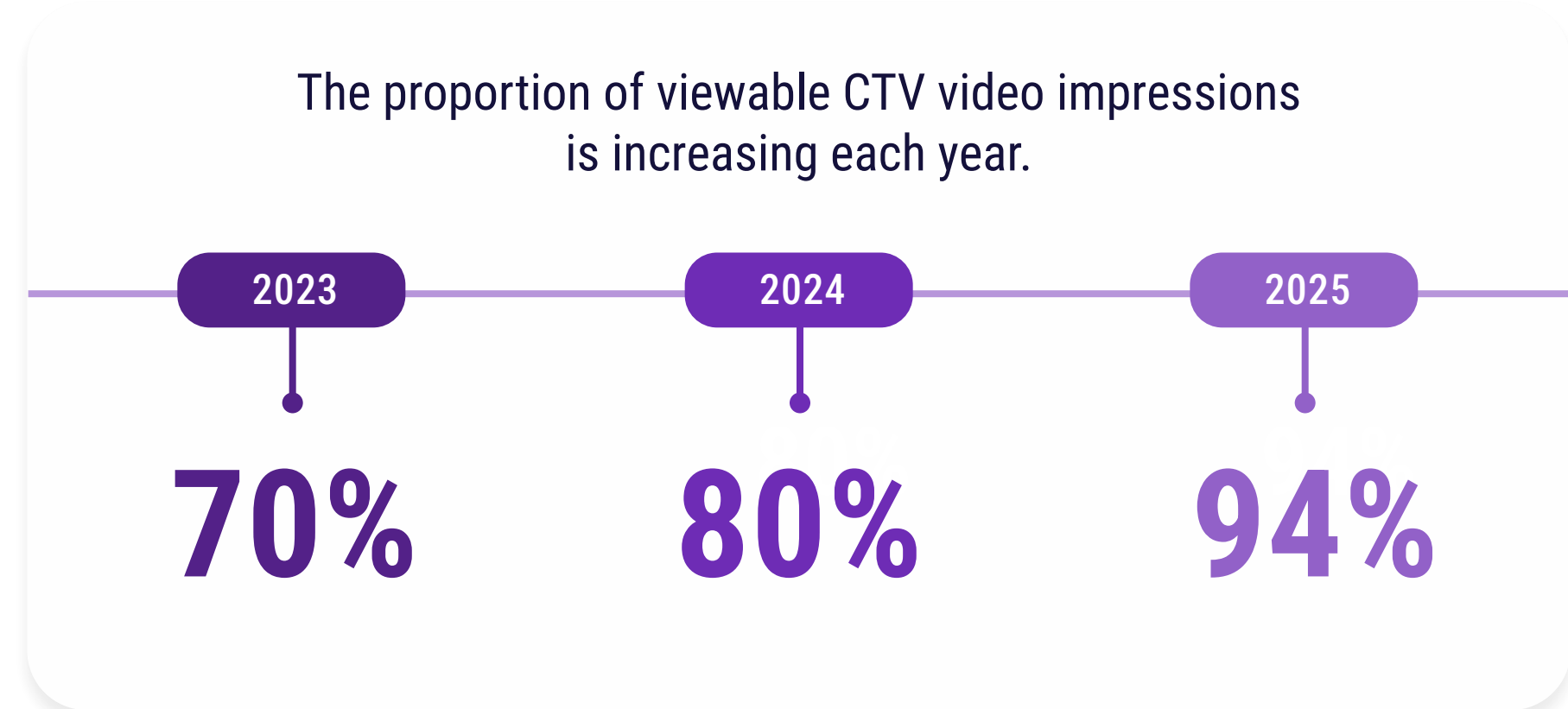
Even better, more CTV impressions are indeed viewable.

A fair number of impressions still serve in app/device combinations known to continue delivering ads when the TV has been turned off. But overall CTV viewability for protected advertisers has steadily improved since 2023, reaching a new high point last year.

9%
of CTV video impressions served in TV-off environments, Q4 2025

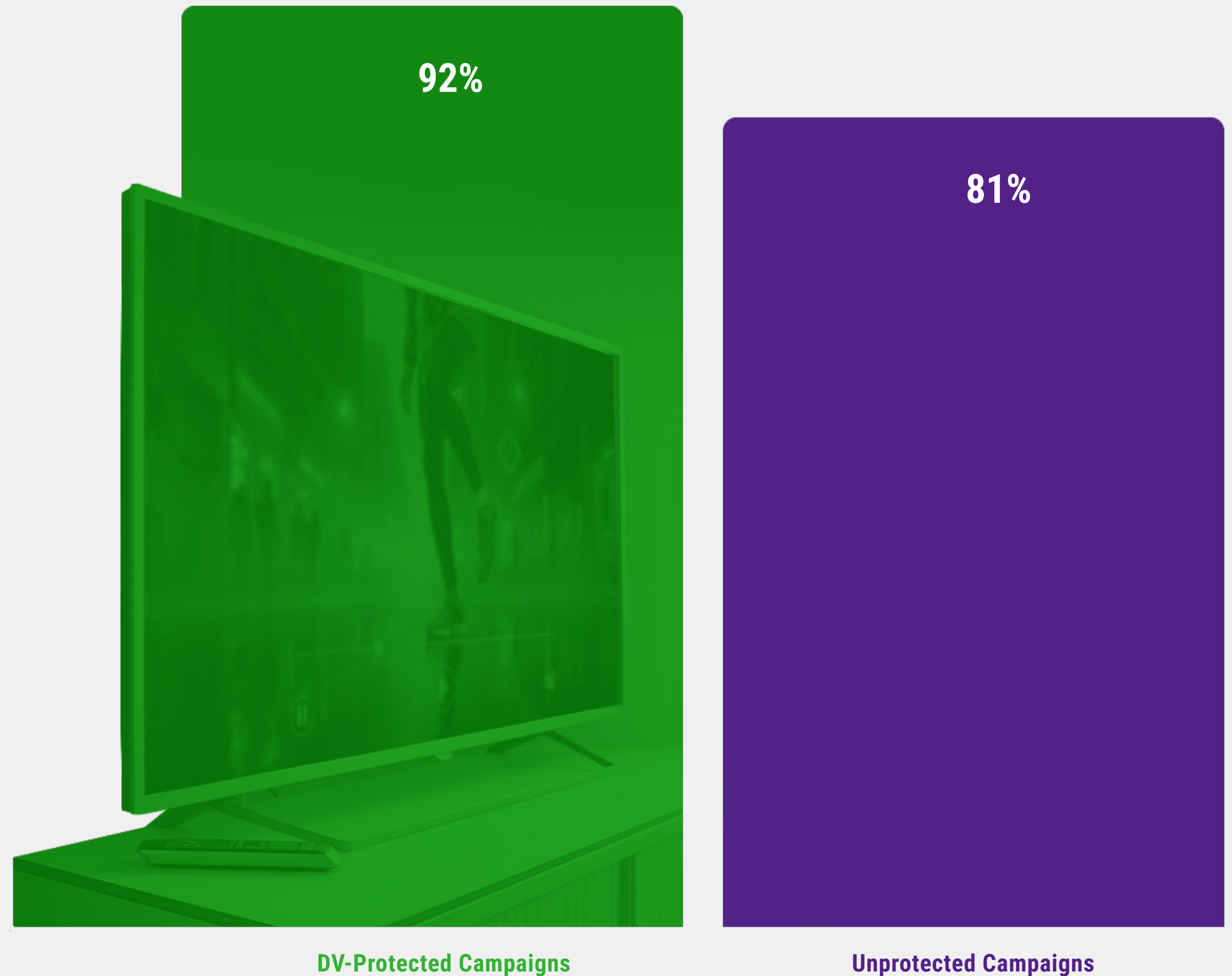
When advertisers use DV's pre-bid avoidance protections, nearly all their CTV impressions end up being viewable.

That number drops for unprotected advertisers.



How Many Global CTV Impressions Are Authentic Viewable?

These impressions meet DV's viewability standards and are also fraud-free, brand-suitable and in-geo.



Fraud

Did a Bad Actor Prevent Your Ads From Being Seen by Humans?

As CTV spend increases, more fraudsters than ever are coming out of the woodwork. In 2025, DV detected notable surges in fraudulent apps and in bot fraud.

+140%
detected fraud schemes,
Q1 2026 vs. Q1 2025

But here's some very good news for protected campaigns: There was a stunning drop in the global average fraud and sophisticated invalid traffic (SIVT) violation rate in DV-protected CTV campaigns, many of which used DV's pre-bid fraud avoidance segments. These segments help filter out inventory and devices previously found to have fraudulent activity.

In DV-protected CTV campaigns, nearly all impressions are served to humans.

-69%
Average global CTV video fraud/SIVT rate for protected campaigns, 2025 vs. 2024

But in unprotected CTV campaigns, fraud and SIVT violations remain a very real threat. In these campaigns, 90 of every thousand impressions aren't served to a real human. Yet advertisers still pay for them.

The Many Flavors of CTV Fraud

App Fraud/IVT: Apps designed to generate fake impressions, which are sold as premium inventory

Bot Fraud: Ad requests from computer programs mimicking human viewing behavior

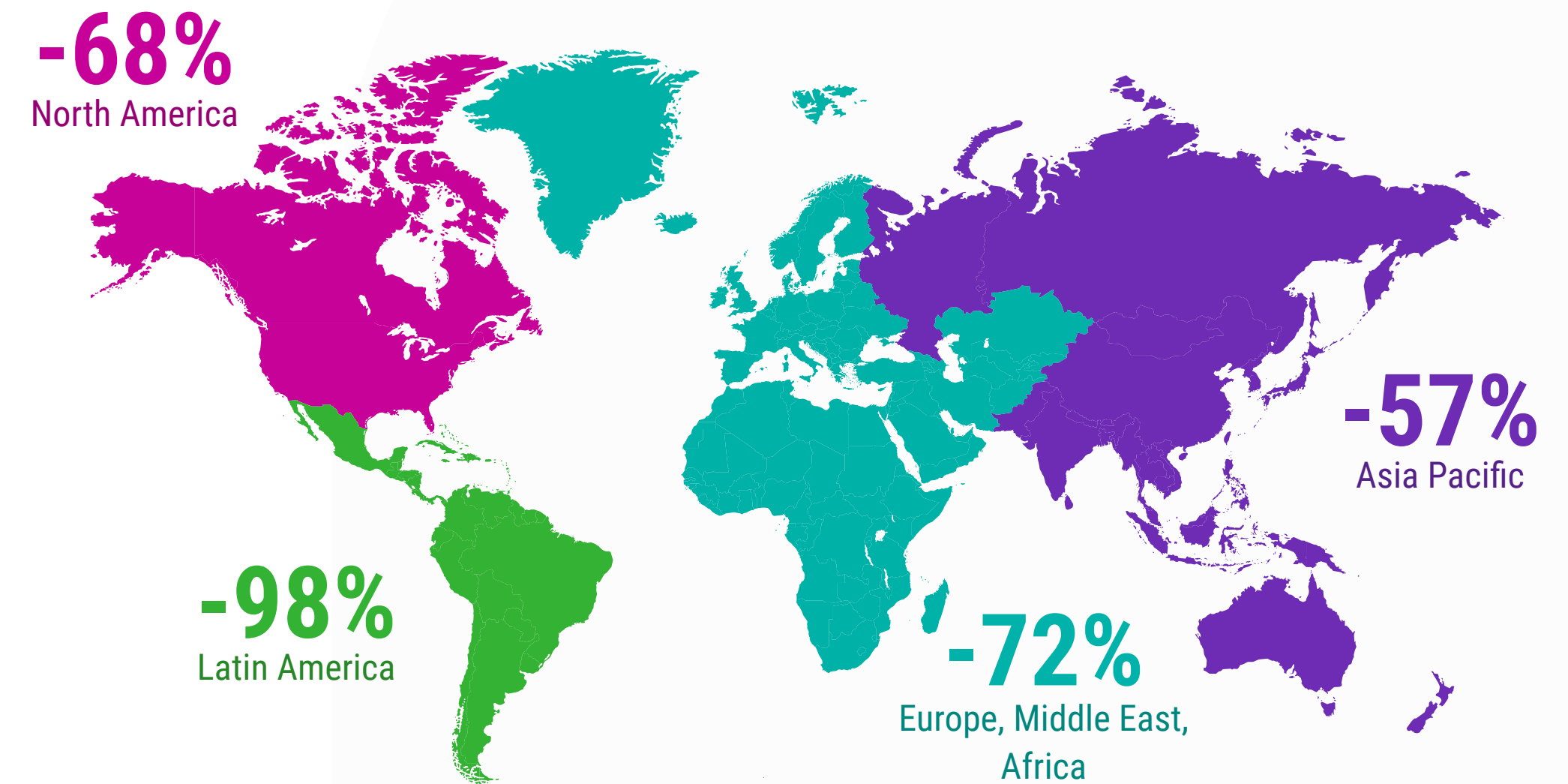
Emulators: Software that misrepresents non-CTV devices as CTVs

Hijacked Devices: Malware that infects the devices of real users to generate ad requests

Nonhuman Data Center Traffic: Fraudulent ad requests that originate from a server facility

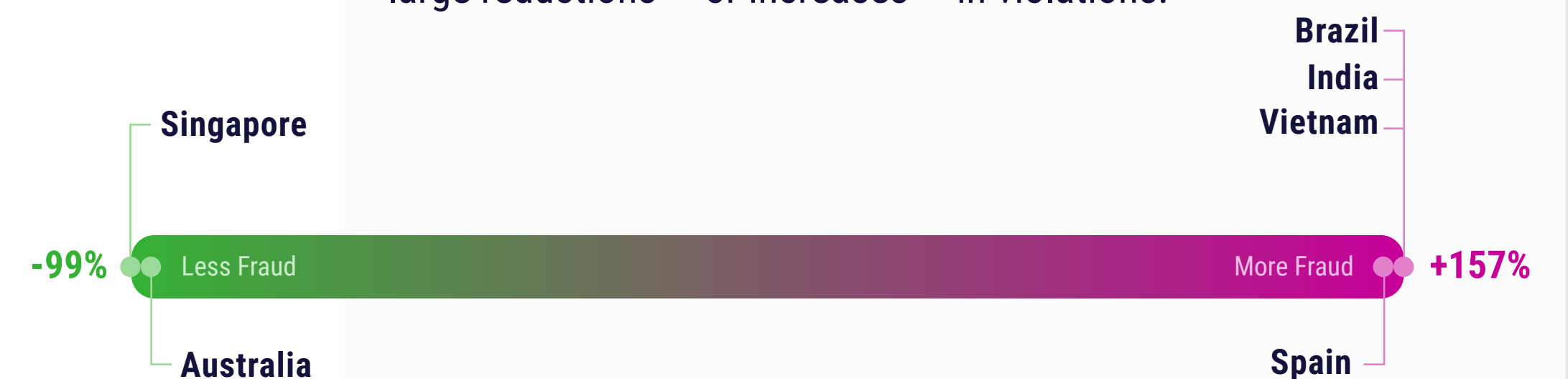
[See the appendix for full methodology.](#)

CTV Fraud/SIVT Violation Rate, 2025 vs. 2024



A negative year-over-year Fraud/SIVT violation rate is positive news. All four regions got it.

Specific markets within these regions had especially large reductions – or increases – in violations.



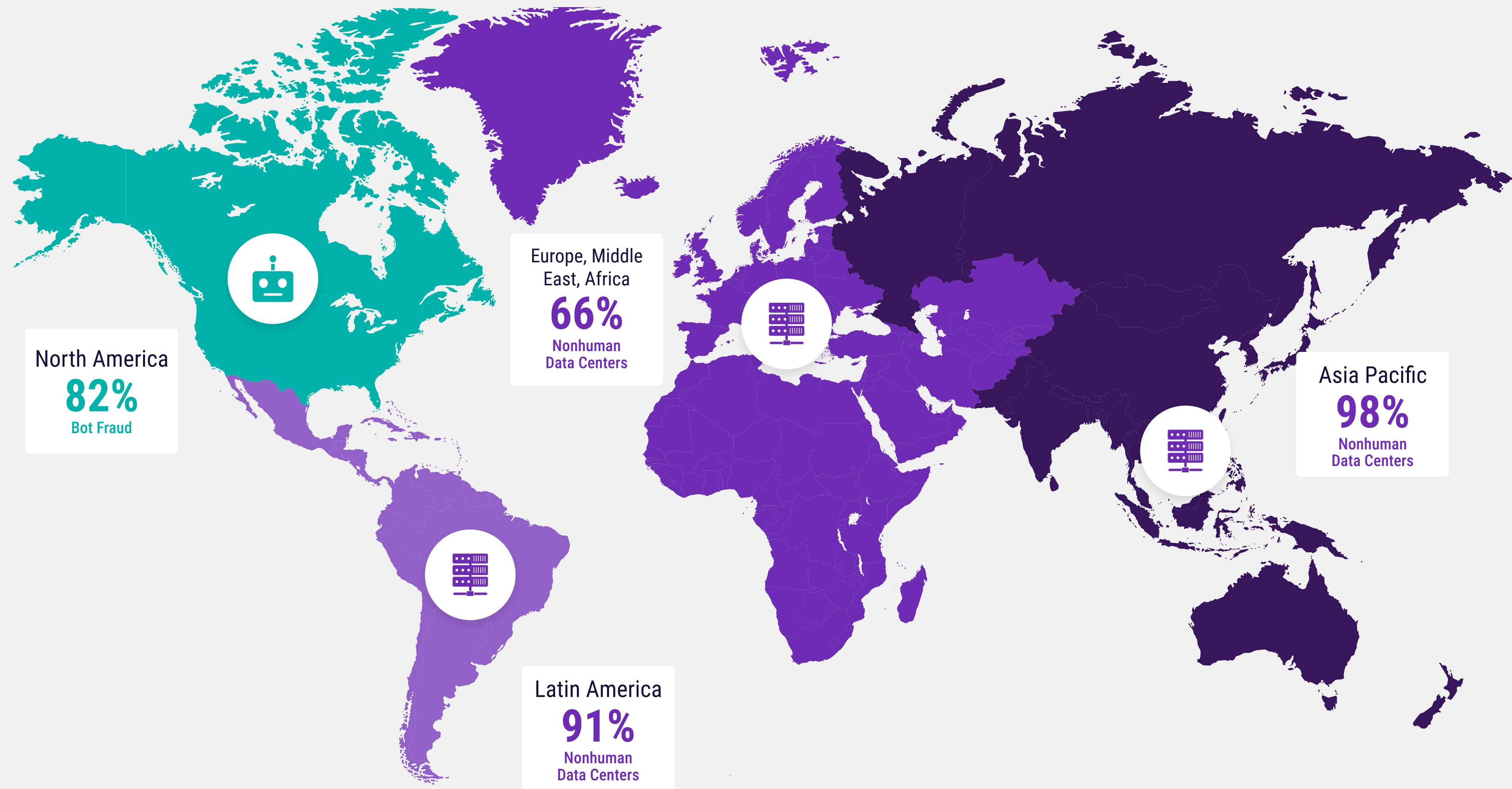
Fraud Knows No Boundaries

The rate of fraud/SIVT — the percentage of ad impressions “stolen” by bad actors — declined in every region where DV does business. The biggest drop was in Latin America.

As shown on the previous page, CTV fraud spiked in some Asia Pacific markets, but it declined notably in others. Markets in the Latin America and Europe, Middle East and Africa regions had similar good news.

Bot fraud accounts for the majority of violations in North America, while nonhuman data center traffic accounts for the majority of violations in all other regions.

Predominant CTV Fraud Type by Region, 2025



That “Safe” Inventory Actually Might Not Be

A common misconception among advertisers is that CTV inventory purchased through direct deals and private marketplaces (PMPs) is fraud-free compared to inventory purchased programmatically.

Unfortunately, fraud finds its way into all types of inventory.

The DV Fraud Lab has uncovered significant bot fraud in direct deal CTV inventory in campaigns from some of the largest brands in the world.

In unprotected campaigns, advertisers pay millions a year for impressions lost to fraud.

The Cost of Forgoing Fraud Protections

-\$1.8M per billion impressions

50+

CTV bot attacks and variants, 2025

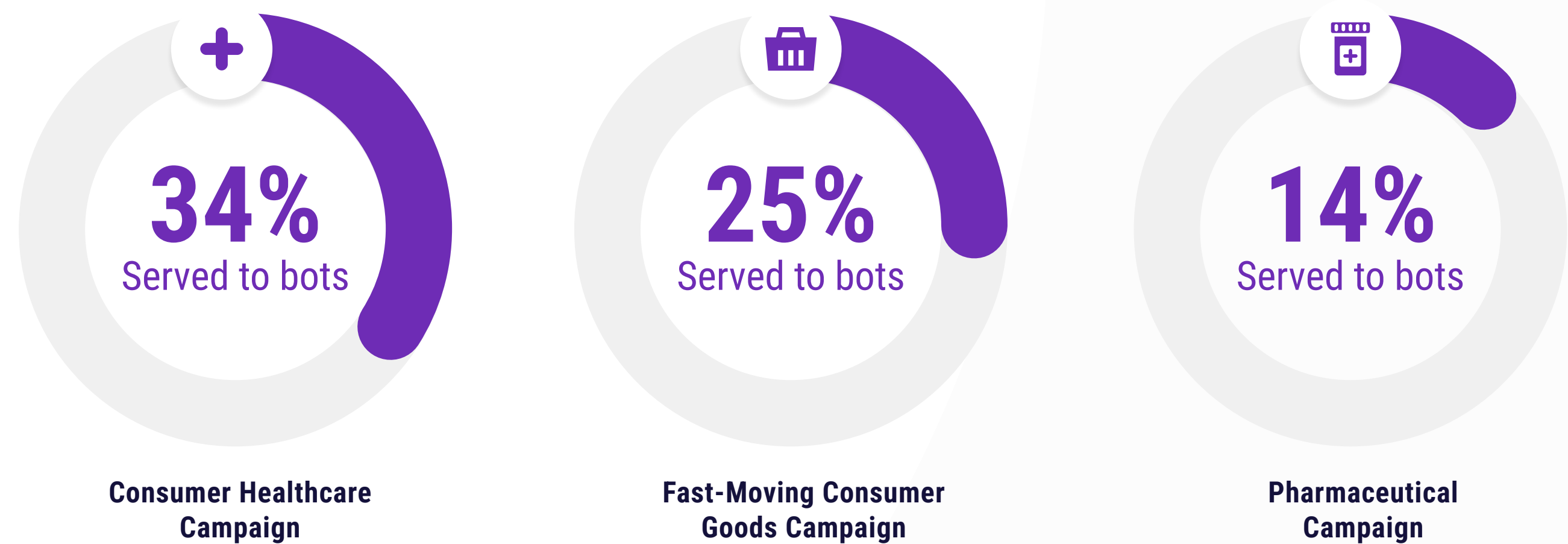
10X

more fraudulent apps detected, 2025 vs. 2024

Average Global CTV Video Fraud/SIVT Rate, 2025



Percentage of Ads Served to Bots in Three 2025 Direct Deal CTV Campaigns



Brand Suitability

Did Your Ads Appear in Content That's Right for Your Brand?

When it comes to brand perception, streaming TV viewers are increasingly choosy about the types of shows and movies in which ads appear. A sizable majority of the consumers DV surveyed – more than last year – agreed that content genre influences their opinion about the brand or product advertised.

As for their tolerance for ads, the majority of streaming viewers don't mind seeing ads alongside streaming content.

But whether they're streaming with or without a subscription, nearly half of consumers expect ads to be of similar quality in both.

49%
expect quality ads whether they watch for free or with a subscription

7 out of 10

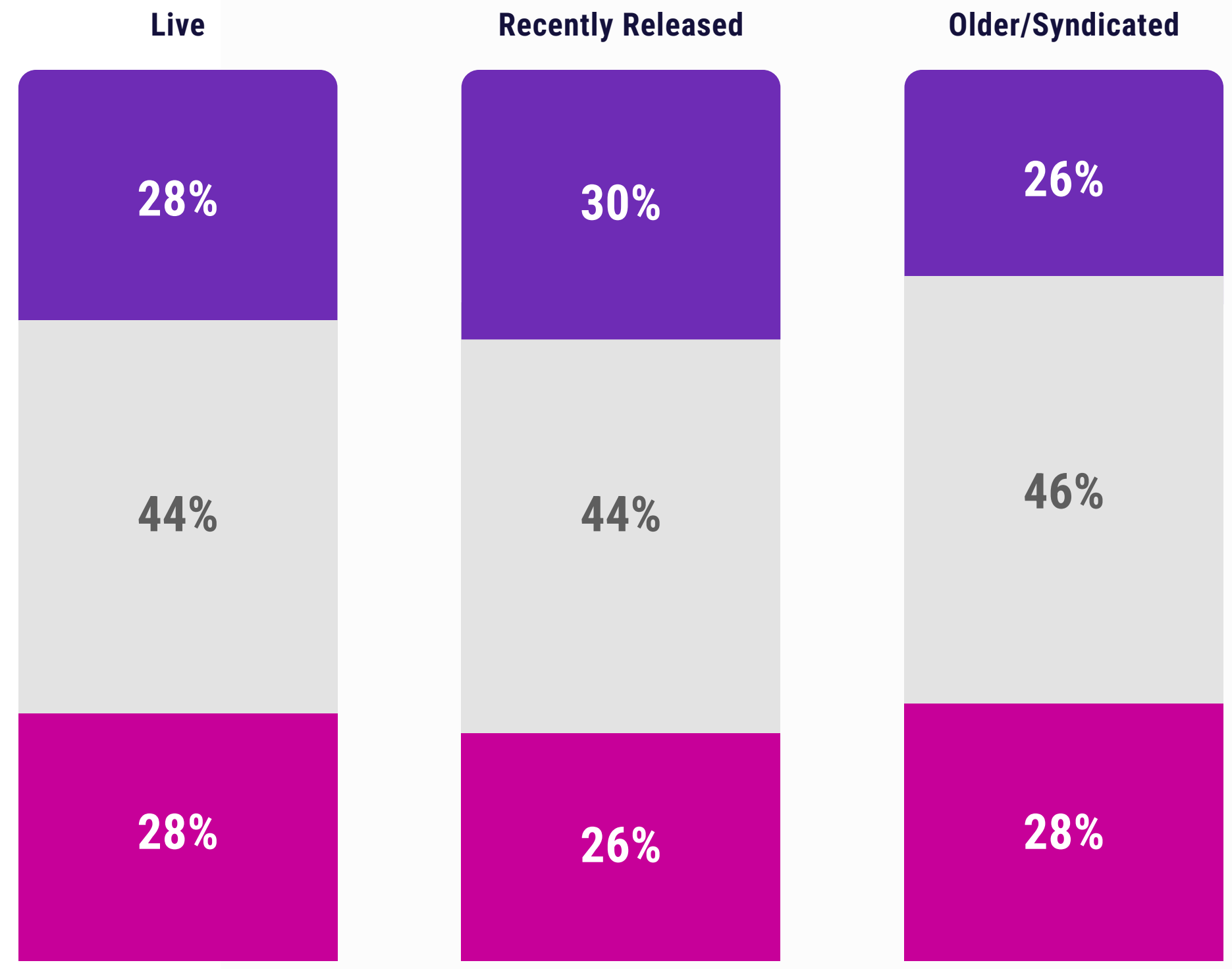
streaming TV viewers surveyed say content genre influences brand perception

+10% 2025 vs. 2024



CONSUMERS
How do you feel about seeing ads alongside the following forms of streaming TV content?

■ Happy for ads to be shown
 ■ Indifferent
 ■ Ads should not be shown



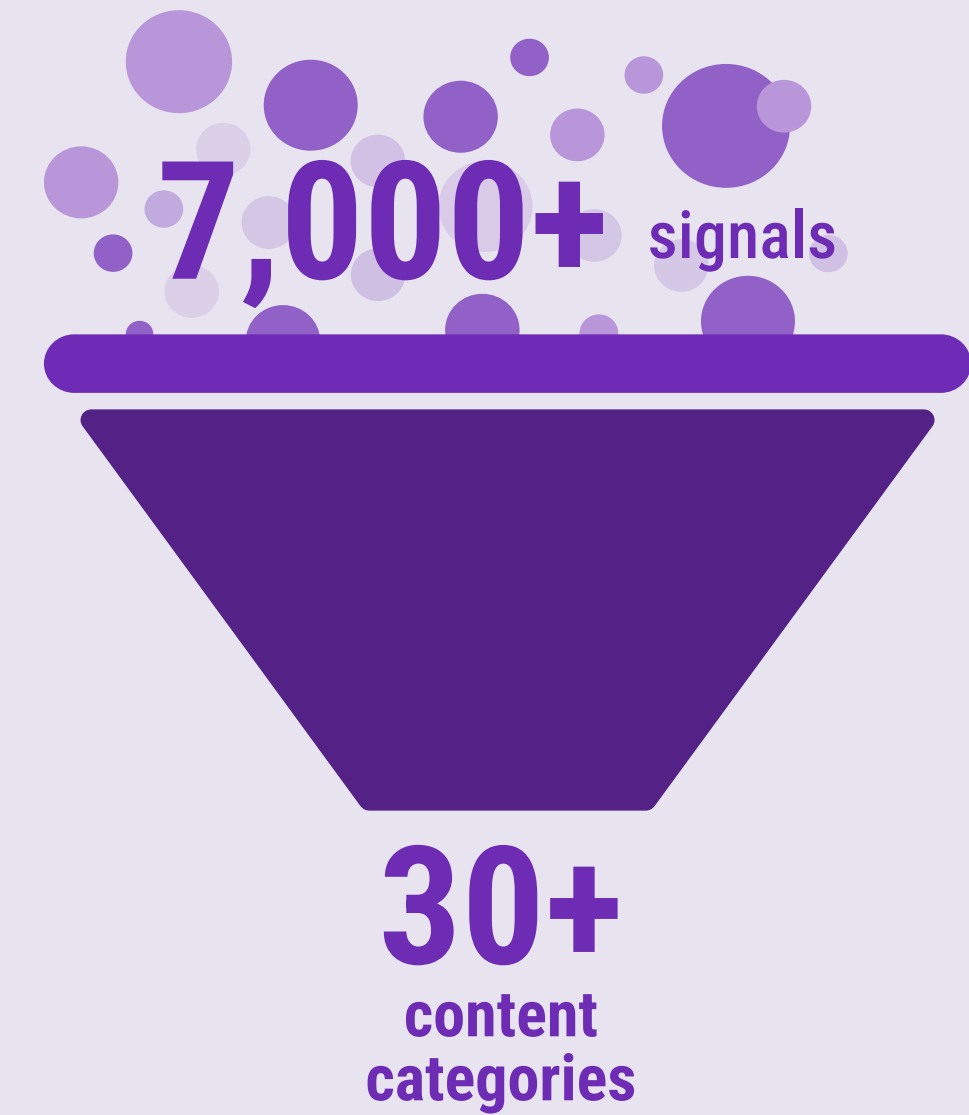
It's Getting a Lot More Suitable Around Here

DV's "Do Not Air" Automation and pre-bid controls help ensure ads appear in brand-suitable, relevant content while saving advertisers time and money.

For streaming TV media planners, maintaining Do Not Air lists is a constant challenge. Each platform requires its own list, and content libraries continuously evolve as programming comes and goes.

DV Authentic Brand Suitability[®] lets advertisers replace manual Do Not Air workflows with consistent, pre-bid enforcement across every campaign. Set avoidance rules once, and they're automatically applied across platforms, publishers, languages and geographies, reducing manual effort and improving efficiency at scale.

In addition, to support better buying decisions, DV has normalized thousands of unstructured content genre signals across leading DSPs into standardized content categories that matter to advertisers. These categories are one component of the avoidance controls within DV Authentic Brand Suitability, helping drive more consistent and scalable brand alignment.



Now Streaming Live Sports



A *Winning Play* for Advertisers

This is a big year for live global sports events — in particular, the World Cup, which runs from June 11 to July 19.

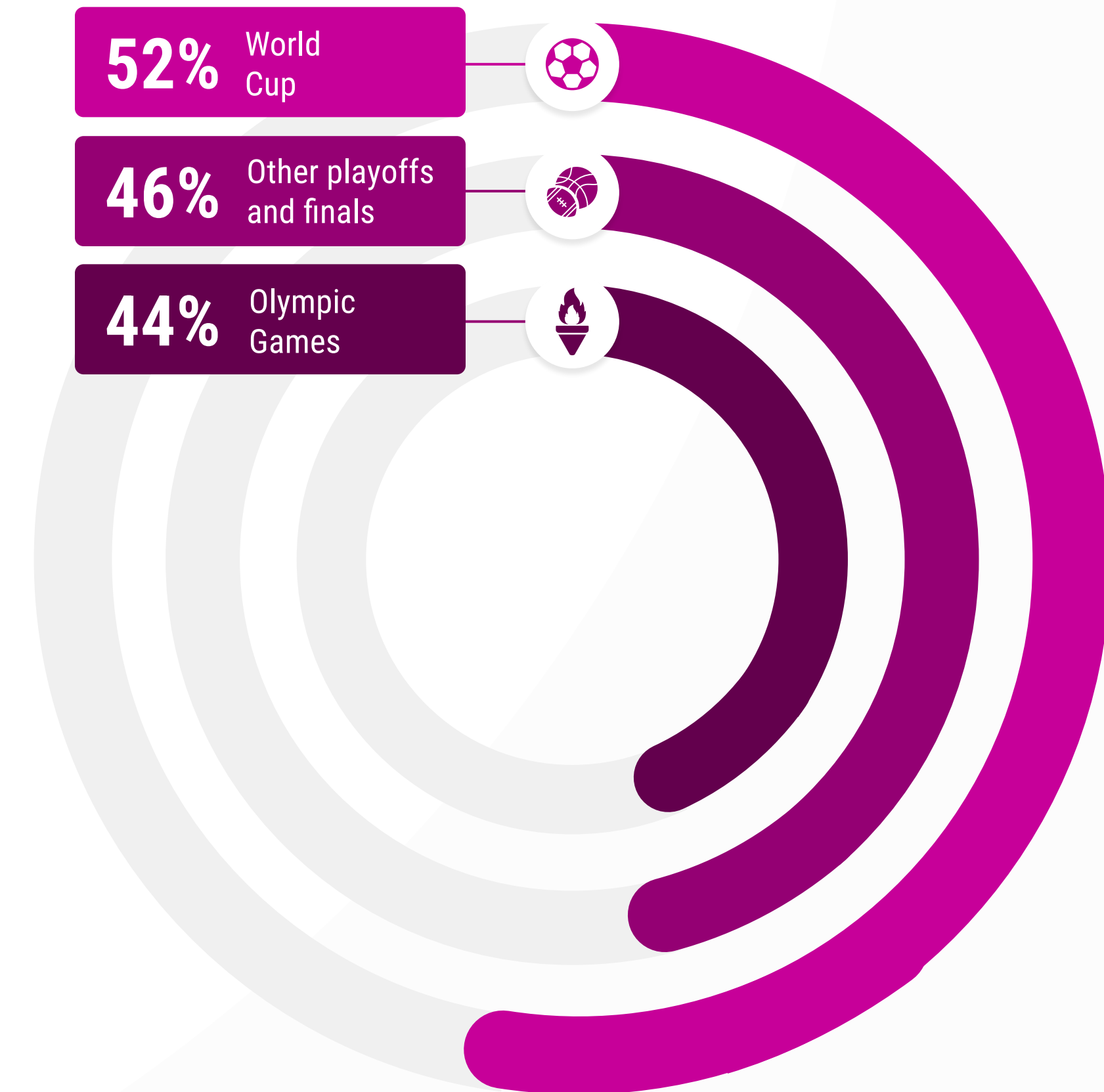
In honor of this worldwide phenomenon, DV surveyed streaming TV viewers about how they like to watch sports, and their openness to seeing ads in this content.

Which Sports Do Fans Watch Live?

More than half of World Cup viewers prefer watching matches in the moment over watching them later. In addition, of the sports events we asked about, the World Cup is the one fans most prefer to watch live.

CONSUMERS

Which sports events do you prefer to watch live?



Sports as a Genre for Advertising

Over half of consumers find it suitable to show ads next to live professionally produced content, including sports and events.

And nearly half say that seeing a brand's ad in sports content positively influences their perception of the brand.

This makes sports content one of the best brand-boosters, just under how-tos and tutorials, cooking or travel shows and concerts.

In fact, marketers may score by repeating an ad once or twice during the same game. Our survey found that consumers will not only keep watching the content when an ad is repeated, but that the repetition positively influences their brand and product awareness.

52%

of streaming TV viewers say it's suitable to show ads in live sports

40%

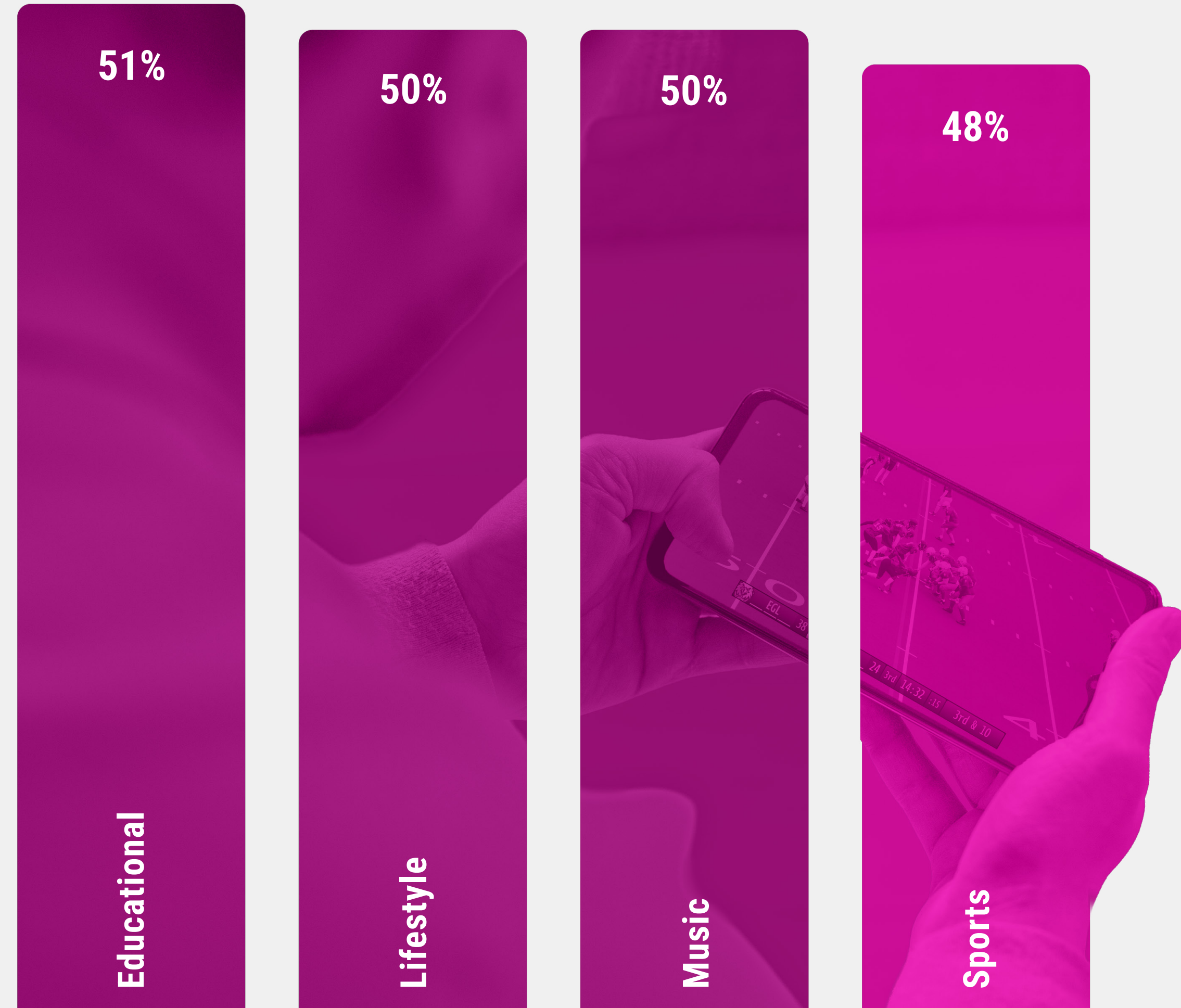
say they will keep watching if an ad is repeated

44%

say ad repetition positively impacts brand awareness

CONSUMERS





Which content types positively influence your perception of a brand?





DV Authentic Streaming TV™ addresses many of the concerns that keep marketers from taking full advantage of streaming TV and CTV advertising. This first-of-its-kind offering gives marketers clarity into where ads run, confidence in what content they align with, and the control necessary to optimize performance at scale.

With DV Authentic Streaming TV, advertisers can:

-  Align ads with high-quality, relevant content that supports brand objectives.
-  Automate and streamline “Do Not Air” list management.
-  Optimize reach, frequency and content alignment toward stronger campaign performance.
-  Avoid wasted spend on impressions that serve outside premium streaming environments.

The Tools You Need for the Performance You Want



Discover

Get deep insight into content genres, maturity ratings, viewer approval scores and more; use this data to choose which shows and movies to align your ads with – or to avoid.



Measure

Evaluate campaign effectiveness across platforms and channels using standardized delivery metrics, performance KPIs and content alignment insights.

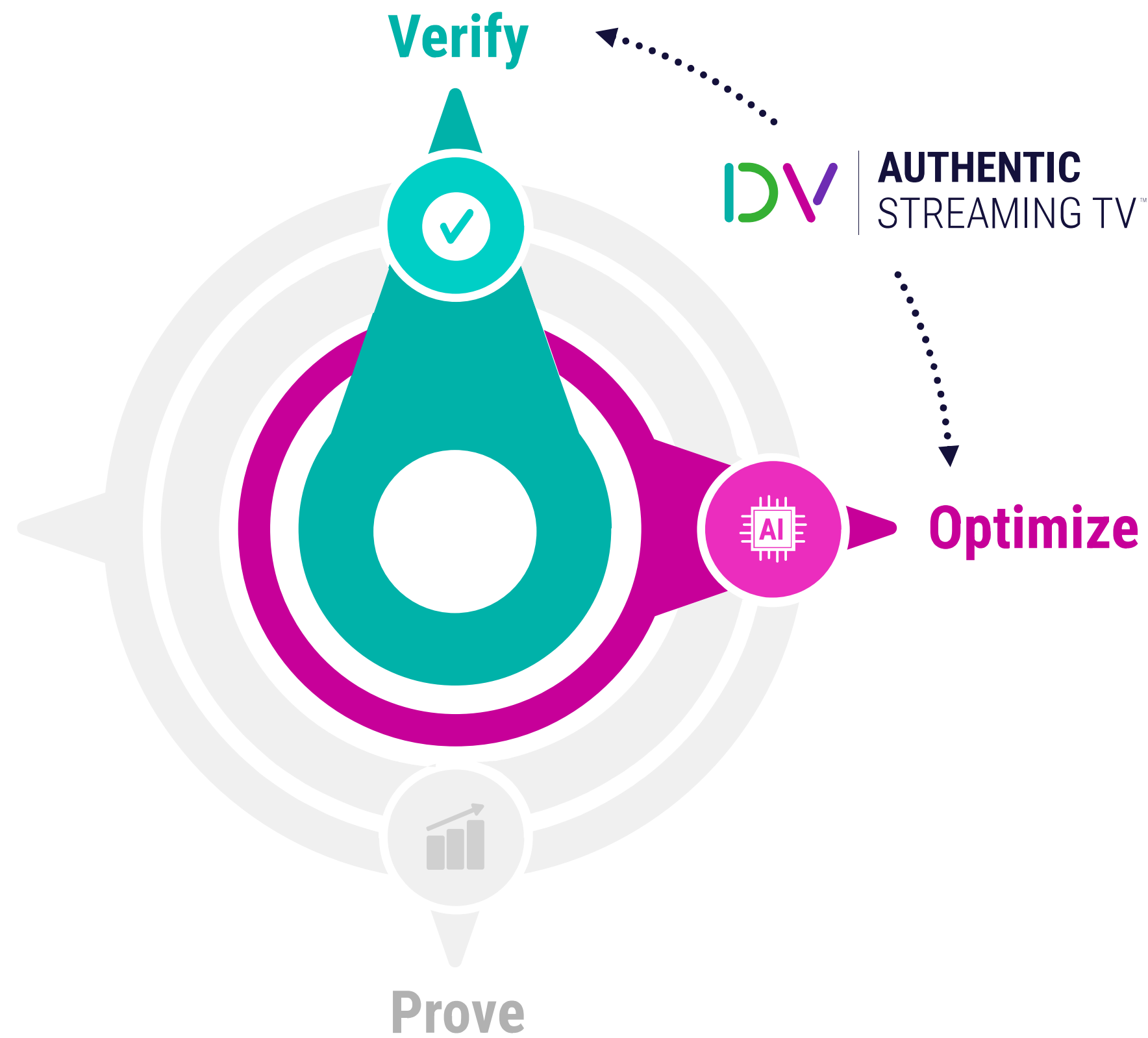


Optimize

Shift spend in real time toward content with stronger reach, frequency and conversion performance, using DV Scibids AI™.

A Comprehensive Solution

DV Authentic Streaming TV™ is built on the strength of the DV Media AdVantage Platform (MAP), which pulls together DV's vast verification, optimization and measurement capabilities. It's a single workflow that can be applied to all streaming TV campaigns to deliver the transparency, efficiency and accountability streaming TV advertisers need.



“

The next step is simple: take control of your streaming strategy and start driving real impact. Connect with our team to get started.”

Steve Mougis
Global Chief Commercial Officer

Methodology

Definitions

CTV

Television devices connected to the internet directly or through an intermediary device.

CTV App Transparency

The ability for advertisers to see and verify which specific app their ads ran on within CTV environments.

DV Verified Streaming TV™

A solution that helps ensure that ads intended for streaming TV appear in streaming TV content, and not extension networks.

DV “Do Not Air” Automation

A capability that allows advertisers to automatically enforce content avoidance controls across streaming TV environments.

DV Authentic Streaming TV™

An industry-first solution for streaming TV campaigns that unifies content discovery, brand suitability, granular program-level reporting and AI-powered optimization.

Protected Campaign

A DV customer campaign including some or all pre-bid protections, some or all post-bid protections, or some or all of both.

Streaming TV

Professionally produced shows and movies delivered over the internet to devices including televisions, smartphones, tablets and computers.

TV Off

A viewability challenge unique to CTV in which apps continue to generate content and serve ad impressions even though the television screen is turned off.

Unprotected Campaign

An advertising campaign with no DV protections.

Wasted Spend

The estimated cost to unprotected advertisers of violations including brand suitability, fraud/SIVT and others.

Data Notice

Unless otherwise noted, all data in this report is DV proprietary post-bid data. While directionally accurate, reported numbers may not represent the full scope of DV's protection. DV post-bid monitoring and blocking technology records violations that occur after an ad impression has been purchased. However, DV's capabilities also include pre-bid technology, which prevents bidding on unsuitable impressions, thereby stopping violations from occurring. An additional layer of protection for video impressions, DV Video Filtering, prevents impressions from serving before they fully load, further reducing violations.

Unless otherwise noted, comparative data points are year-over-year comparisons for data spanning January 1 to December 31, 2025, versus the same time period a year prior. Data related to Verified Streaming TV™ spans November 1, 2025, to February 28, 2026.

Except for impression growth statistics, this report is comprised of DV tag-based data from the open web. Impression growth statistics also include data gleaned through DV's direct integrations with platforms and partners.

As a point of comparison to DV customer campaigns, DV created a test campaign with no protections and collected monitoring data for the full year spanning January 1 to December 31, 2025.

To derive wasted spend estimates, DV multiplies total violations by a cost per mille (CPM) of \$20.50.

Sapio Survey Methodology

DV contracted with Sapio Research for consumer and marketer surveys. Sample data was collected from online partner panels. The interviews were conducted by Sapio Research in February 2026 using an email invitation and online survey.

Consumers

Sapio surveyed 22,000 consumers from 21 countries in the following regions: Asia Pacific (Australia/New Zealand, India, Indonesia, Japan, Philippines, Singapore, Thailand, Vietnam); Europe, Middle East and Africa (France, Germany, Italy, Netherlands, Saudi Arabia, Spain, United Arab Emirates, United Kingdom); Latin America (Brazil, Colombia, Mexico) and North America (Canada, United States). The survey outcomes are referenced throughout this report, cited as the opinions of consumers or streaming TV viewers.

Marketers

Sapio surveyed 2,020 marketing and advertising decision-makers from 25 countries in the following regions: Asia Pacific (Australia/New Zealand, India, Indonesia, Japan, Philippines, Singapore, Thailand, Vietnam); Europe, Middle East and Africa (Austria, France, Germany, Italy, Netherlands, Poland, Saudi Arabia, Spain, Switzerland, United Arab Emirates, United Kingdom); Latin America (Brazil, Colombia, Mexico); and North America (Canada, United States). The survey outcomes are referenced throughout this report, cited as the opinions of marketers, streaming TV advertisers, CTV advertisers or media buyers.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is influenced by the number of interviews and the degree of precision in the percentages used to express the results. In the consumer survey, the chances are 95 in 100 that the survey result does not vary, plus or minus, by more than 0.7 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. In the marketer survey, the chances are 95 in 100 that the survey result does not vary, plus or minus, by more than 2.2 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Appendix

Media Quality Benchmarks, 2025 vs. 2024

Video Benchmarks (All Devices)

Region	Reported Country/Subregion	Video Authentic Viewable Rate	Video Fraud/SIVT Violation Rate	Video Brand Suitability Violation Rate	Video Filter Rate
Asia Pacific	Australia/New Zealand	69% +1%	0.1% -74%	1.7% -44%	5.1% +50%
	India	86% +1%	<0.1% -94%	4.7% +62%	5.5% -60%
	Japan	58% 0%	0.9% +345%	4.3% -42%	3.2% -10%
	Total	81% +2%	0.1% -61%	3.6% +7%	4.4% -49%
Europe, Middle East, Africa	Central Europe	76% 0%	0.3% -57%	6.0% +21%	5.7% -1%
	Eastern Europe	78% +8%	0.2% -45%	4.6% -46%	7.8% -30%
	France	79% +4%	0.2% -33%	3.7% -22%	11.5% -8%
	Middle East, North Africa, Turkey	81% +6%	0.2% -55%	5.7% -23%	11.2% +1%
	Southern Europe	81% +2%	0.1% -57%	4.1% -29%	6.2% -30%
	Sub-Saharan Africa	78% +11%	0.5% +166%	10.7% -3%	6.4% -16%
	United Kingdom and Northern Europe	79% +6%	0.2% -52%	6.2% -17%	9.7% -17%
	Total	79% +4%	0.2% -53%	5.4% -18%	8.5% -15%
Latin America	Brazil	77% +2%	0.3% -90%	5.9% +12%	4.2% +22%
	Spanish-speaking	81% +13%	0.2% -40%	5.9% -44%	5.1% -43%
	Total	80% +10%	0.3% -85%	5.9% -29%	4.9% -35%
North America	Canada	80% +8%	0.3% -43%	6.3% -54%	9.8% -34%
	United States	85% +12%	0.5% -55%	2.9% -16%	4.5% -27%
	Total	85% +11%	0.4% -55%	3.0% -19%	4.6% -27%
Total		84% +10%	0.4% -56%	3.3% -18%	5.1% -29%

CTV Video Benchmarks

Region	Reported Country/Subregion	CTV Authentic Viewable Rate	CTV Video Completion Rate (VCR)	CTV Filter Rate
Asia Pacific	Australia/New Zealand	75% +1%	97% 0%	2.7% +334%
	India	88% +16%	95% +2%	0.3% -82%
	Southeast Asia	92% -2%	79% +2%	2.3% -80%
	Total	83% -1%	92% +2%	2.5% -29%
Europe, Middle East, Africa	Central Europe	82% +25%	95% 0%	2.1% -31%
	France	94% +7%	97% +1%	0.6% -85%
	Middle East, North Africa, Turkey	90% +12%	94% 0%	2.4% +49
	Southern Europe	91% +8%	96% 0%	1.4% +1%
	United Kingdom and Northern Europe	79% +8%	96% +1%	8.3% +102%
	Total	86% +13%	96% 0%	4.0% +24%
Latin America	Brazil	77% +23%	88% -6%	0.3% -84%
	Spanish-speaking	95% +7%	96% 0%	1.6% +161%
	Total	92% +18%	96% 0%	1.4% +35%
North America	Canada	83% +21%	97% 0%	15.8% +11%
	United States	92% +19%	97% 0%	1.7% -57%
	Total	92% +19%	97% 0%	1.8% -54%
Total		92% +18%	97% 0%	1.9% -48%

Sapio Consumer Survey Data

When you see the same ad multiple times while streaming content, such as during one episode of a show, how, if at all, does it impact the following:																									
	Global					Asia Pacific					Europe, Middle East, Africa					Latin America					North America				
	Very positively	Somewhat positive	No impact	Somewhat negative	Very negatively	Very positively	Somewhat positive	No impact	Somewhat negative	Very negatively	Very positively	Somewhat positive	No impact	Somewhat negative	Very negatively	Very positively	Somewhat positive	No impact	Somewhat negative	Very negatively	Very positively	Somewhat positive	No impact	Somewhat negative	Very negatively
Your awareness of the brand or product being advertised	14%	30%	38%	12%	6%	16%	35%	34%	10%	5%	11%	26%	43%	13%	7%	19%	32%	31%	12%	6%	14%	25%	41%	13%	7%
Your opinion of the brand	14%	26%	39%	14%	7%	16%	29%	37%	13%	6%	11%	23%	42%	15%	8%	17%	30%	33%	15%	6%	14%	20%	43%	15%	8%
How likely you are to purchase from the brand or product advertised	12%	26%	38%	13%	10%	13%	31%	36%	12%	7%	10%	22%	41%	15%	12%	16%	31%	30%	14%	9%	12%	20%	43%	14%	11%
Your opinion of the streaming platform	13%	23%	38%	18%	7%	15%	27%	36%	16%	5%	11%	20%	42%	19%	8%	16%	26%	31%	19%	8%	13%	19%	42%	19%	8%
How likely you are to continue watching the content	14%	25%	37%	16%	7%	15%	30%	35%	15%	6%	12%	22%	41%	17%	9%	18%	27%	29%	17%	8%	15%	22%	42%	14%	8%

How likely would you be to buy a product from a shoppable ad (such as one that provides a link to click or a QR code which takes you to purchase) while streaming content?

	Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
Very likely	18%	21%	14%	24%	15%
Somewhat likely	27%	29%	24%	32%	23%
Neither likely nor unlikely	26%	27%	26%	23%	26%
Somewhat unlikely	11%	10%	12%	11%	12%
Very unlikely	18%	13%	23%	10%	24%

How do you feel about ad quality in free ad-supported streaming, such as Pluto TV and Tubi, compared to subscription services with ads, such as Netflix and Disney+? By ad quality, we mean how relevant, useful and seamless an ad is.

	Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
I expect higher-quality ads in subscription services with ads	26%	28%	25%	27%	24%
I expect similar quality ads in both	49%	44%	52%	44%	57%
I expect higher-quality ads in free ad-supported streaming	25%	28%	23%	29%	19%

How are you most likely to watch the following event or show types?						
		Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
World Cup	Watch live	39%	39%	41%	51%	22%
	Watch highlights on social media or news platforms	16%	19%	14%	16%	15%
	Watch highlights on the official site/app	12%	12%	12%	13%	8%
	Watch a replay later (e.g., watch party or on-demand after the event)	8%	9%	8%	8%	8%
	Do not watch at all	25%	20%	25%	12%	47%
Olympic Games	Watch live	35%	34%	33%	45%	34%
	Watch highlights on social media or news platforms	20%	23%	18%	21%	19%
	Watch highlights on the official site/app	14%	15%	15%	14%	11%
	Watch a replay later (e.g., watch party or on-demand after the event)	11%	12%	10%	10%	10%
	Do not watch at all	20%	16%	24%	11%	26%

How, if at all, do the following ad types affect your perception of the brand being advertised?						
		Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
Ads during streaming or online videos that display QR codes leading directly to purchase	Positively	36%	41%	30%	43%	32%
	No impact	40%	36%	45%	33%	44%
	Negatively	24%	23%	25%	25%	24%
Full-screen ads that auto-play when streaming or video content is paused	Positively	36%	41%	31%	39%	32%
	No impact	38%	34%	43%	31%	44%
	Negatively	26%	25%	27%	30%	24%
Streaming or video ads that promote clicking (through the remote or mouse) for engagement	Positively	37%	42%	32%	42%	32%
	No impact	39%	36%	43%	34%	45%
	Negatively	23%	21%	25%	24%	24%

How are you most likely to watch the following event or show types?						
		Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
Sporting playoffs/finals	Watch live	36%	36%	34%	37%	40%
	Watch highlights on social media or news platforms	18%	21%	15%	21%	15%
	Watch highlights on the official site/app	14%	14%	14%	15%	10%
	Watch a replay later (e.g., watch party or on-demand after the event)	10%	11%	10%	10%	8%
	Do not watch at all	22%	18%	27%	17%	27%

When thinking about the type of content you consume, how do the following genres impact your perception of the brand/product advertised?

		Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
Sports	Positively influence my perception of the brand	48%	52%	44%	49%	47%
	No influence on my perception of the brand	42%	41%	44%	41%	44%
	Negatively influence my perception of the brand	10%	7%	12%	10%	10%
Lifestyle (e.g., cooking, travel or wellness)	Positively influence my perception of the brand	50%	56%	43%	55%	46%
	No influence on my perception of the brand	41%	38%	46%	37%	46%
	Negatively influence my perception of the brand	8%	6%	10%	8%	9%
Music (e.g., concerts, music videos or playlists)	Positively influence my perception of the brand	50%	54%	44%	56%	47%
	No influence on my perception of the brand	41%	39%	45%	34%	45%
	Negatively influence my perception of the brand	9%	6%	11%	10%	8%
Educational content (e.g., how-tos, tutorials or online courses)	Positively influence my perception of the brand	51%	55%	43%	56%	49%
	No influence on my perception of the brand	40%	37%	46%	35%	42%
	Negatively influence my perception of the brand	9%	7%	11%	9%	9%

Sapio Marketer Survey Data

CTV advertisers: Which of the following would encourage you to increase spend on CTV? Select top three:					
	Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
Improved audience targeting and verification	47%	49%	44%	48%	48%
Increased transparency into content alignment and performance	41%	42%	39%	43%	40%
Consistent performance measurement across CTV platforms	39%	43%	31%	38%	47%
Increased reach/frequency controls	36%	37%	36%	42%	32%
Increased control over content alignment	35%	34%	36%	34%	33%
Increased inventory availability in programmatic platforms	33%	33%	32%	33%	33%
Consistent industry standards for technology and reporting	31%	38%	30%	26%	27%

CTV advertisers: How confident are you in the performance of the following emerging ad formats within streaming environments?

		Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
Interactive ads	Confident	80%	82%	76%	82%	79%
	Neutral	13%	13%	14%	12%	12%
	Not confident	7%	5%	10%	6%	9%
Shoppable ads	Confident	77%	78%	69%	73%	76%
	Neutral	14%	16%	20%	17%	15%
	Not confident	9%	6%	14%	10%	9%
Pause ads	Confident	66%	62%	58%	65%	61%
	Neutral	22%	25%	25%	24%	26%
	Not confident	12%	12%	17%	11%	14%
In-content overlays	Confident	67%	66%	61%	65%	63%
	Neutral	21%	23%	24%	21%	26%
	Not confident	12%	11%	15%	14%	12%

How has your streaming investment in the following platforms changed over the last year (i.e., since January 2025)?					
	Increased significantly	Increased slightly	Stayed the same	Decreased slightly	Decreased significantly
Samsung	20%	28%	34%	11%	7%
Netflix	34%	38%	23%	8%	6%
Amazon Prime	29%	35%	27%	9%	6%
YouTube	46%	38%	20%	6%	5%

How important is show-level transparency to your media strategy and planning in order to justify a streaming investment?					
	Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
Extremely important	28%	37%	20%	35%	25%
Very important	35%	36%	34%	34%	39%
Moderately important	19%	15%	23%	17%	20%
Slightly important	16%	11%	22%	13%	16%
Not at all important	1%	1%	2%	1%	1%

How do you currently measure ad performance on streaming platforms today?					
	Global	Asia Pacific	Europe, Middle East, Africa	Latin America	North America
Cost efficiency (e.g., CPM, effective CPM)	40%	44%	33%	40%	45%
Reach and frequency	39%	40%	34%	49%	37%
Viewability (ads delivered and visible on screen)	38%	39%	37%	41%	38%
Brand awareness or brand lift	36%	38%	34%	31%	43%
Ad delivery to target demographics	36%	38%	33%	39%	36%
Return on Ad Spend (ROAS)	36%	38%	32%	41%	35%
Conversions or downstream actions (e.g., site visits, app installs)	36%	35%	32%	39%	36%
Ad completion rate	35%	39%	31%	28%	42%
Attention or time-in-view metrics	34%	34%	29%	34%	33%
Brand suitability outcomes	33%	40%	28%	23%	29%
Third-party verification or measurement reporting	31%	29%	28%	24%	24%
Incremental reach versus linear TV	27%	27%	23%	33%	27%
Invalid traffic (IVT) or fraud detection	21%	20%	20%	21%	23%



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