Everything Advertisers Need to Know About Connected TV and Ad Fraud

What is connected TV?

Connected TV (CTV) is on the rise as advertisers look for new, effective ways to reach their target audience. CTV is defined as the delivery of video content through streaming services, which means that advertisers can target specific audiences based on demographics and behavior.

On-demand is in demand: The rise of CTV

Source: eMarketer, Inc. 2020

<table>
<thead>
<tr>
<th>Year</th>
<th>CTV Ad Spend</th>
<th>% of Total Ad Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$6.5B</td>
<td>1.4%</td>
</tr>
<tr>
<td>2020</td>
<td>$6.6B</td>
<td>1.4%</td>
</tr>
<tr>
<td>2021</td>
<td>$6.4B</td>
<td>1.4%</td>
</tr>
<tr>
<td>2022</td>
<td>$6.1B</td>
<td>1.3%</td>
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<tr>
<td>2023</td>
<td>$5.8B</td>
<td>1.2%</td>
</tr>
<tr>
<td>2024</td>
<td>$5.5B</td>
<td>1.1%</td>
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Lifting the hood on CTV advertising tech

Connected TV is a complex ecosystem that involves multiple platforms, networks, and technology partners. This complexity makes it challenging for advertisers to ensure the effectiveness of their campaigns and to avoid fraud.

The complexities of SSAI

Source: IDC

1. SSAI (Server-Side Ad Insertion) enables advertisers to insert ads into streaming content in real time. However, this process can introduce latency and the risk of ad fraud.
2. SSAI can lead to delivery issues, such as incomplete ad loads or ads missing altogether, which can impact the user experience and the effectiveness of the campaign.
3. SSAI requires sophisticated technology and expertise to manage, which can be challenging for small and medium-sized advertisers.
4. SSAI can be vulnerable to ad fraud, such as ad stacking, in which multiple ads are inserted into a single viewable impression, or ad skew, in which ads are inserted into non-viewable impressions.

StreamScam: A massive CTV ad fraud operation

IDC estimates that the total impact of StreamScam could amount to $28 million yearly in losses to advertisers, with 13 million viewable impressions potentially affected each month.

How to better protect CTV investments

Adapting CTV advertising strategies to address fraud is crucial for advertisers. Here are some steps they can take:

1. Maintain a vigilant approach to fraud management:
   - Regularly review performance metrics and track changes in impressions and clicks.
   - Use advanced analytics tools to detect anomalies and novel fraud patterns.

2. Promote suppleness in the industry:
   - Advocate for transparent and fair practices across the CTV supply chain.
   - Support standards, such as VAST and VPAF, that promote accountability and operational efficiency.

3. Expand the use of SSAI:
   - Implement SSAI to ensure more accurate ad delivery and better control over the ad experience.
   - Use SSAI to detect and mitigate fraud at the source.

4. Utilize the power of SSAI to improve the CTV ecosystem:
   - Share best practices and lessons learned with the industry to enhance the integrity of the CTV advertising ecosystem.
   - Support the development of new technology and standards that can further improve the detection and prevention of CTV ad fraud.

Get protection with Moat by Oracle

Moat provides comprehensive and programmatic protection in the CTV ecosystem with a suite of products, including:

- Moat Viewability: Ensures your ads are actually viewable and reach their intended audience.
- Moat Ad Verification: Detects and prevents ad fraud, including ad stacking and ad skew.
- Moat Ad Experience: Monitors the ad experience in real time to ensure a seamless user journey.
- Moat Fraud Protection: Offers advanced analytics and fraud detection tools to safeguard your campaigns.

Oracle

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