

Heavy Adoption of Incremental Reach Across Traditional TV Advertisers

TVSquared proves the value of OTT by measuring the incremental reach to linear

- Insights found new, unduplicated audiences, informing their cross-channel media mix
- Always-on measurement proves reach while reducing audience duplication across linear and streaming
- Uncovering the overlap between linear and OTT helps identify opportunities for additional reach



Quick service pizza delivery

67% of HHs reached were incremental to linear

900k+ HHs reached

2.7M+ Impressions



Soft drink company

95% of HHs reached were incremental to linear

2.7M+ HHs reached

6.6M+ Impressions



Luxury automotive brand

89% of HHs reached were incremental to linear

2.4M+ HHs reached

9.8M+ Impressions