

2016 TV ADVERTISING LANDSCAPE

Agency Holding Companies

Media Planning

Media Buying

Programmatic TV – Demand

Video DSPs

Data Append

Device Level Data

Content Crawlers

VOD

Tv Providers

Local Cable (MVPD)

Unwired/Reps

Video Ad Server

Addressable TV

Creative Delivery

Managed Services

Programmatic TV – Supply

Traffic & Ad Ops

Local Station Groups

National Broadcasters

Cable Networks

Ratings

Satellite