

WO Programmatic TV now reaches **59%** of U.S. households

Based on Nielsen DMA® data

“60% of both brands and agencies plan to **apply programmatic buying to cross-screen planning and buying**—including linear TV—over the next 12 months.”

Source: Adapt.TV

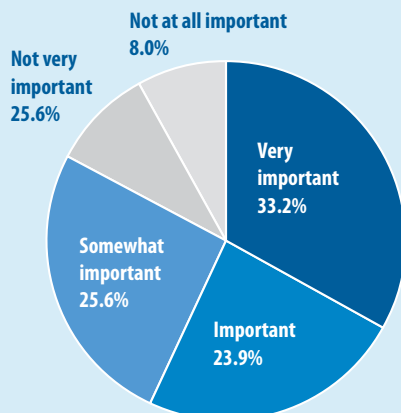
The momentum is growing for programmatic TV.

Now reaching over half of US households, local programmatic TV is set to draw attention from advertisers and agencies.



Based on Nielsen DMA® rankings

83% of ad buyers say its important to buy programmatic TV and digital video together



Source: eMarketer 5/15

Programmatic TV will account for

\$17B

in advertising spend in 2019

Source: International Data Corporation 8/15

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