

# Connected TV

Video ads designed to be displayed on Connected TV devices while users consume content.  
Benefits:

Expanded reach through Household Sync (impacting all devices within the household).  
Cross-Screen Synchronization to engage users across multiple devices.  
Drive-to-Store functionality, enabling attribution of in-store visits.

## DEVELOPMENT

**Requirements:**

- Format dimensions: Video ratio 16:9. Recommended: 1920x1080.

## IMPLEMENTATION in the DSP

- VAST 2.0, VAST 3.0 or VAST 4.x | Fromato: .mp4 or .mov | duracion 15 o 30 seg | Non-skippable ads. | dimension: 1920 × 1080.

PMP®

## Benchmarks



VCR%\*  
80%



Viewability%\*  
70%

\*Viewability% depending on the measurement system and DSP configuration.