



# STREAMING SPEND, TRENDS & CREATIVE INSIGHTS YOU CAN'T FIND ANYWHERE ELSE

## Leverage Unprecedented Visibility

As streaming continues to boom, understand the elements you need to beat the competition— trends, budgets, and benchmarks. Analyze competitive spend, ad placement, creative, and share of voice for any brand advertising on the top streaming platforms.

## Invest With Confidence & Clarity

Don't go all in on CTV without the right perspective. See exactly where you are being outspent, who is an emerging threat, and where there's whitespace to break through to consumers. Fine tune your strategy, differentiate your creative, then grow your presence.

## Outpace Your Competition

Tactics are constantly shifting. To stay ahead of the competition, keep an eye on trends and investments beyond CTV. Our dashboards highlight activity across linear, digital, YouTube and streaming, so you can capitalize on emerging opportunities, make powerful shifts and continuously optimize your strategies.

