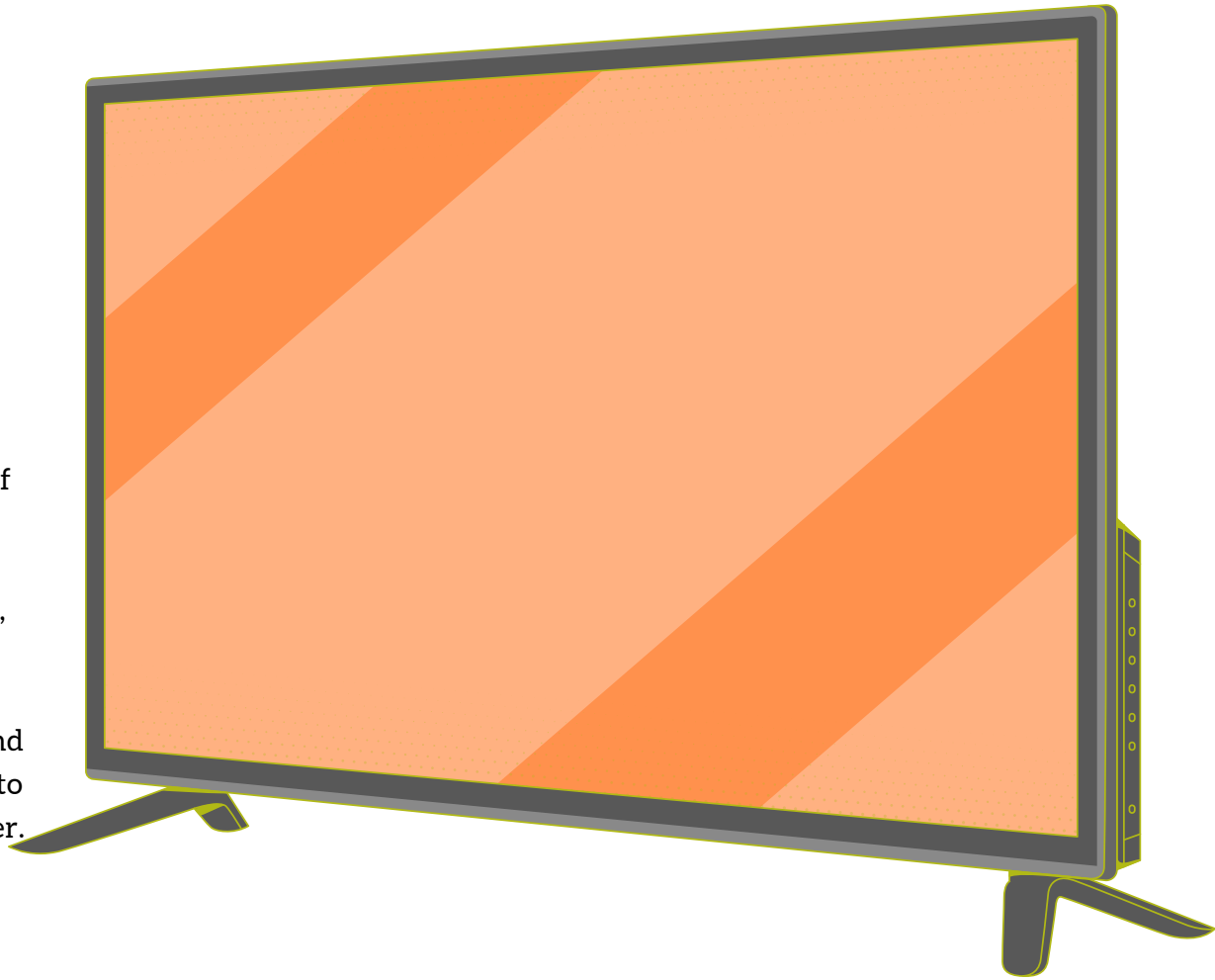


# MUSLIM BUSINESSES AND ORGANIZATIONS MUST GET READY FOR CONNECTED TV ADVERTISING

One of the most spoken about subjects in the world of marketing in 2021 was Connected TV (CTV). Experts believe that CTV is drastically changing the way brands view their approach to advertising, currently, and in the future.

This is the reason why Muslim brands, businesses, and organizations that advertise to Muslims online need to research the potential of CTV sooner rather than later.



# WHAT IS CONNECTED TV?

A Connected TV (CTV) is a device that connects to—or is embedded in—a television to support video content streaming. Different types of CTVs include Xbox, PlayStation, Roku, Amazon Fire TV, Apple TV, and more.

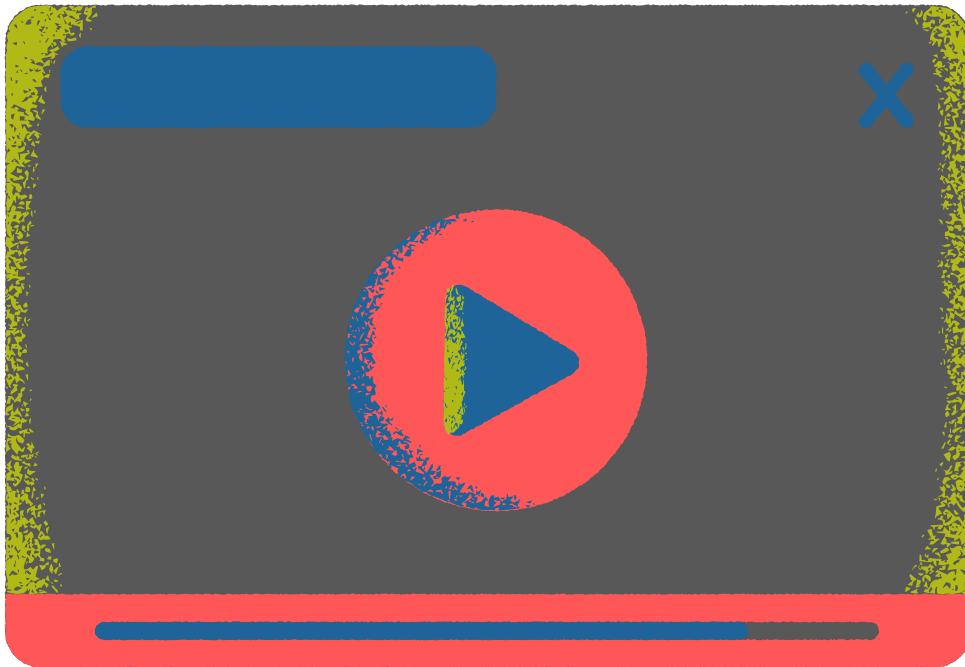
Source: ORACLE

# WHAT CONNECTED TV IS NOT

Connected TV should not be confused with Over-the-Top (OTT) TV which according to ORACLE is “the delivery of TV/video content directly from the internet. Users don’t have to subscribe to a traditional cable or satellite provider to access this content”.



# CONNECTED TV AND DIGITAL ADVERTISING



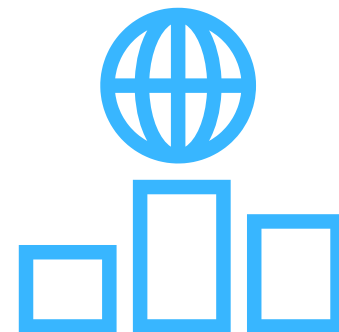
Digital video ad spending will keep eating away at traditional TV budgets. In 2022, traditional TV will account for just 12.4% of total media ad spending. In 2021 that number was 13.3%.

# HOW YOU'LL BE ABLE TO ADVERTISE ON CONNECTED

- On any device including mobile devices, tablets, and computers.
- Currently, CTV ads are auctioned programmatically.
- CTV ads feature on premium content providers' platforms.



# BENEFITS OF CTV ADS



## **Better Brand Recall**

CTV viewers are not bombarded with one commercial ad after another vying for their attention. This is why CTV viewers are more likely to give their undivided attention to an ad and recall the brand.

## **Better Audience Targeting**

Connected TV is largely being consumed by millennials. The controlled audience-specific ads give this generation of TV viewers a feeling of command over their media consumption.

## **Enhanced User Experience**

Connected TV delivers full-screen, highly customized, HD-quality advertisements with stereo sound. This superior ad quality enhances brand loyalty and increases brand visibility.

# GET IN TOUCH

**Feel free to call us directly with any questions. We are always ready to listen.**

**866-887-0844**

**Or send us an email at:**

**[sales@muslimadnetwork.com](mailto:sales@muslimadnetwork.com)**

