

OTT VIDEO ADVERTISING



Cybba's OTT solutions offer all the benefits of traditional digital advertising with the added guarantee of higher viewability and completion rates. OTT gives you control over how and when ads are served, promises fraud free inventory, and ensures brand safety. With one ad buy, you reach can premium audiences through multi-level targeting across most digital devices.

UNMATCHED REACH

60 billion monthly video impressions and 98% completion rates¹ across engaged global audiences.

TRULY CUSTOM AUDIENCES

Build a one-of-a-kind audience through our advanced targeting capabilities.



Addressable Targeting:

Reach physical addresses with precision



Behavioral Targeting:

Connect with appropriate users based on their online behavior



Demographic Targeting:

Refine your audience based on demographic factors

SAMPLE CUSTOM AUDIENCE - SPORTS FANS

Networks: ESPN, Fox Sports, FuboTV, Golf Channel, MLB TV, NBC Sports, SEC Sports

Audience Composition:



\$75k

medium household income



PREMIUM INVENTORY

Advertise across a range of publishers including:



WHAT DO YOU NEED TO GET STARTED?

- 16:9 ratio videos at :15 and :30 seconds
- Dimensions: 960x720px and 960x540px
- Audio Bitrate: 128 Kbps or higher
- Video Bitrate: 2.0 Mbps or higher
- Preferred Format: mp4 (h.264)
- Max Video File Size: 10 MB with a max final load size of 200 MB

Contact Cybba today to launch your brand Over-the-Top!

Call (857) 284-7000 or email marketing@cybba.com

Source: AT&T's Completion Rate and Viewability comes from Freewheel and SpotX Jan-July 2018. Freewheel VMR Report. WhiteOps and FreeWheel reported only 0.00001% of overall ad requests matched fraudulent IP Addresses; Industry average: Average VCR for desktop, mobile and connected TV