

# 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 rates<sup>1</sup> 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 & :30 seconds
- Dimensions: 960x720px & 960x540px
- Audio Bitrate: 128 Kbps or higher
- Video Bitrate: 2.0 Mbps or higher
- Max Video File Size: 10 MB with a max final load size of 200 MB
- Preferred Format: mp4 (h.264)

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

Visit us at [cybba.com](http://cybba.com) or email [marketing@cybba.com](mailto:marketing@cybba.com)