DoubleVerify To Address Continued Viewability Challenges in CTV With First-to-Market Fully On-Screen Targeting Solution

Programmatic advertisers can now optimize performance using DV's certified fully on-screen CTV segments – avoiding the growing issue of ad delivery when TV screens are off

NEW YORK--(BUSINESS WIRE)-- DoubleVerify ("DV") (NYSE: DV), a leading software platform for digital media measurement, data and analytics, today announced the launch of Fully On-Screen pre-bid targeting, enabling Connected TV (CTV) advertisers to target inventory from sources that have received DV's Fully On-Screen Certification.

In 2020, DV launched its Fully On-Screen certification offering, an MRC-accredited post-bid measurement solution. As part of its offering, DV tests and evaluates leading CTV devices and apps to ensure ads are only displayed 100% on-screen and when the TV screen is turned on. With today's release, DV complements its post-bid measurement capabilities with pre-bid targeting, empowering programmatic advertisers to address CTV viewability challenges across the media transaction. DV Fully On-Screen pre-bid segments are available on Amobee, MediaMath and Xandr, with more media-buying platform integrations forthcoming.

As advertisers continue to shift budgets to CTV, the need to understand performance and measurability is increasingly important. However, viewability – a measure of whether or not an ad had a chance to be seen by a user – has generally been assumed by CTV advertisers. In a recent test, however, DV discovered that 1 in 4 top environments continued to play programming content – including recording ad impressions – after the television was turned off. DV has named this issue "TV Off" – when the TV screen itself is in fact turned off but a CTV device or app remains on.

"CTV commands some of the highest CPMs in digital advertising, which means brands expect that their ads deliver to engaged audiences while the TV set is on," said Jack Smith, Chief Product Officer, DoubleVerify. "DV's first-to-market solution to target fully on-screen impressions will help CTV advertisers maximize their media investments and drive real business outcomes."

About DoubleVerify
DoubleVerify is a leading software platform for digital media measurement and analytics. Our mission is to make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media. Hundreds of Fortune 500 advertisers employ our unbiased data and analytics to drive campaign quality and effectiveness, and to maximize return on their digital advertising

investments – globally. Learn more at www.doubleverify.com.

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