

MEDIA COLLECTION TOTAL VIDEO

Connect with your target audience across all digital devices, while maximizing budget on CTV

Discover a smart combination of big screen and other digital devices to achieve targeted awareness throughout the day.

Online Video

Monthly Uniques ¹	50,000,000
In-Stream Impressions ¹	300,000,000

Offering:

- Connect with your audience across all digital devices, while maximizing budget on CTV
- Apply targeting while maintaining scale
- Deliver on all video formats (except standalone) and maximise the reach while targeting specific audiences
- Targeted awareness throughout the day

Devices: CTV, Desktop, Mobile/Tablets

The collection has an avg. VTR of 91% and an avg. viewability of 87%!

¹Smartx adserver data 2025 January-June. MEDIA COLLECTION TOTAL VIDEO is published in France.

