Digital TV can be activated using Connected Television (CTV), which involves accessing applications through a television set connected to the internet, not tied to traditional cable. (ex: Samsung Smart TV, etc.), OR via Over the Top (OTT) which involves accessing applications through an external device. (ex: Roku, Apple TV, Google Chromecast). Simply put, Digital TV is a streaming video product on the big screen (TV screen) only.

**KEY FEATURES/BENEFITS**

- **Closest execution to broadcast – lean back viewing experience (higher attention rate)**
- **Expand reach beyond traditional broadcast viewers, to cord cutters and cord nevers**
- **Robust targeting abilities (demographic, geography, interests/behaviors, premium/Full Episode Player (FEP), etc.).**

**EXAMPLE**

Starbucks wants their commercials to reach the entire market, including those who no longer subscribe to cable or satellite. Using a Digital TV, they can reach engaged audiences who are viewing short-form and long-form premium content online through OTT on the TV screen (Smart TVs or internet-connected devices such as Roku, Xbox, etc.).