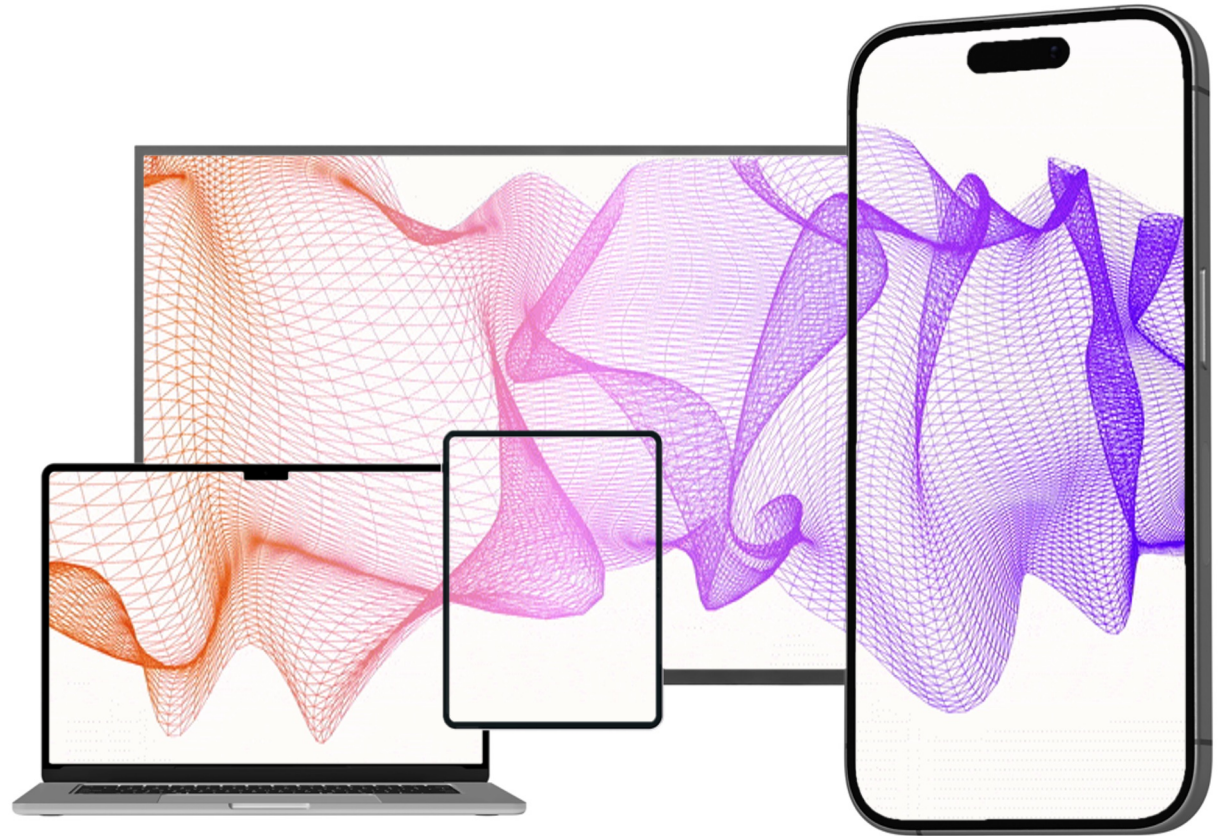




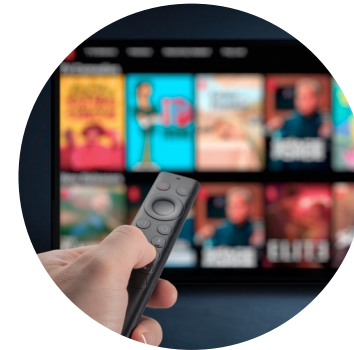
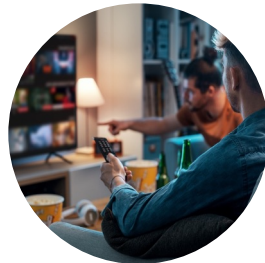
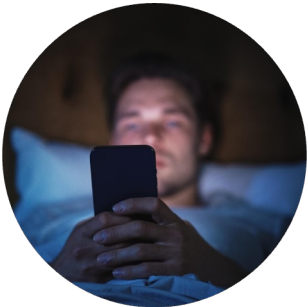
The *Omnichannel* Impact: Driving Brand Results with CTV





The media touchpoints to reach consumers have multiplied significantly

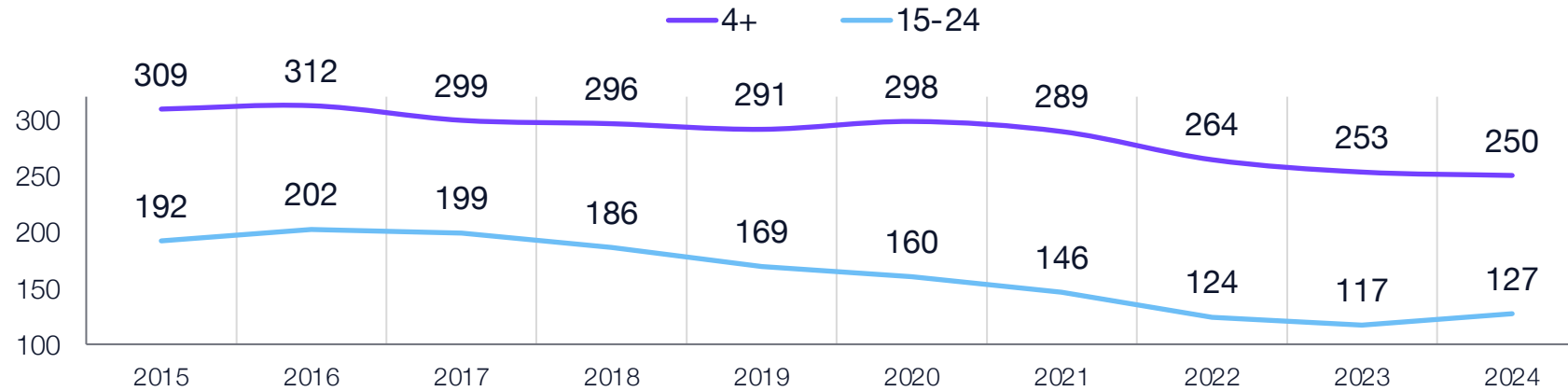
Their path to purchase increasingly complicated, creating challenges for marketers



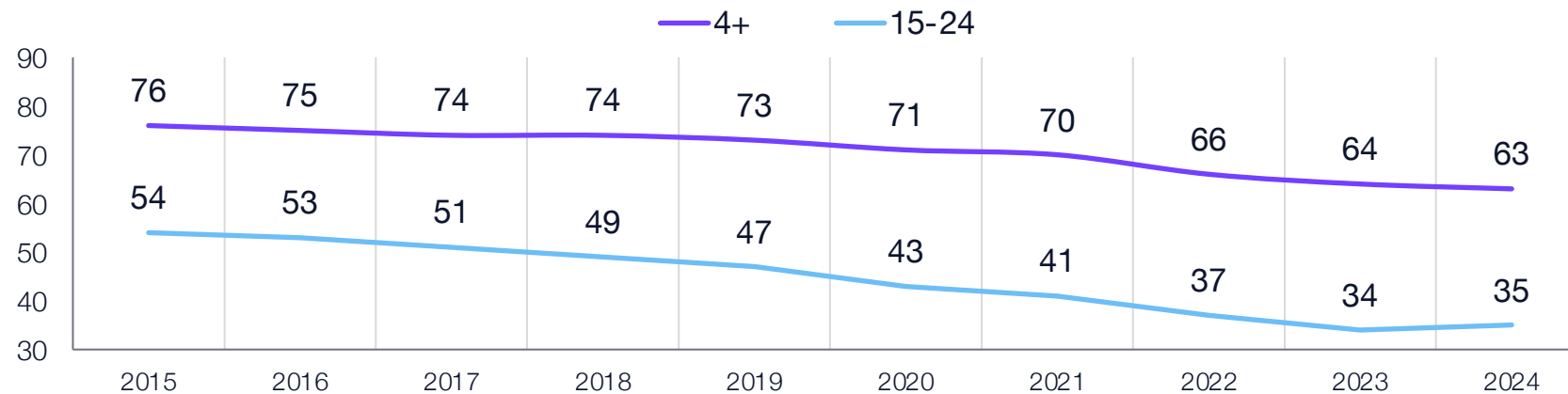


Gradual decrease in TV usage & reach

Average linear TV viewing time (minutes) (2015 – 2024) in age clusters



Daily linear TV reach (%) (2015 – 2024) in age clusters

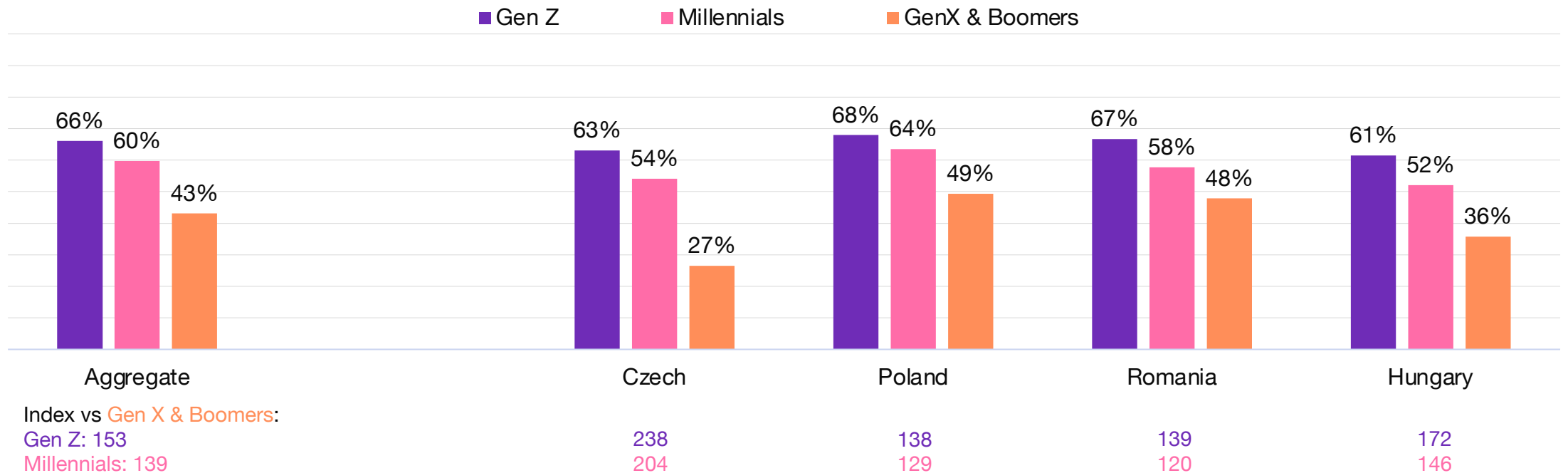




Daily Streaming TV consumption by age

Online TV is driven by the younger age groups

Daily Online TV Streaming (in %)



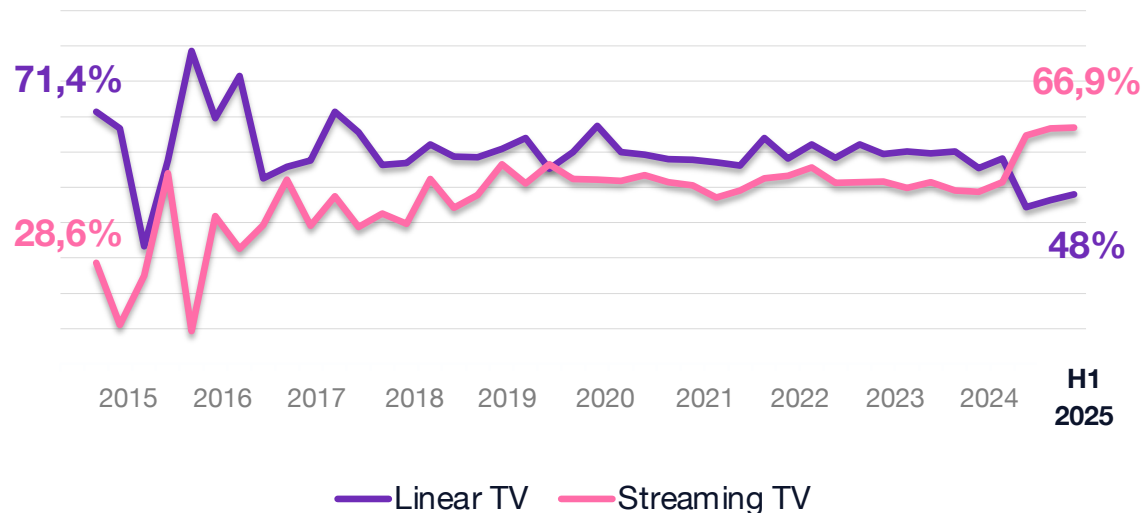
% who watch at least 30min daily



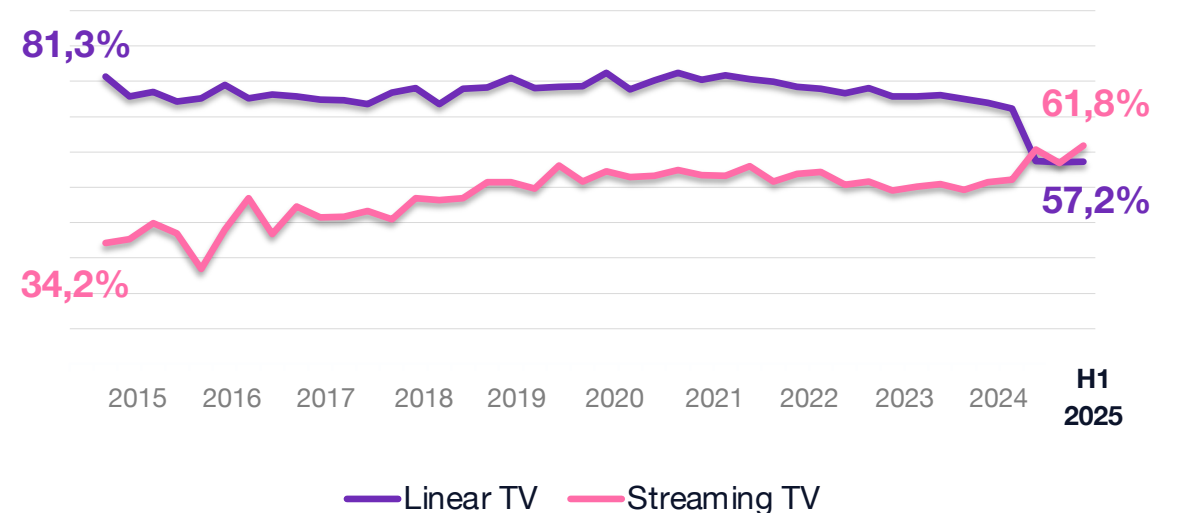
The evolution of daily Linear and Streaming TV consumption among Gen Z and Millennials

Between Q1 2015 and Q2 2025, daily online TV consumption increased by 134% for Gen Z and 81% for Millennials, closing the gap with linear TV, which saw a significant decline among both groups

Gen Z



Millennials



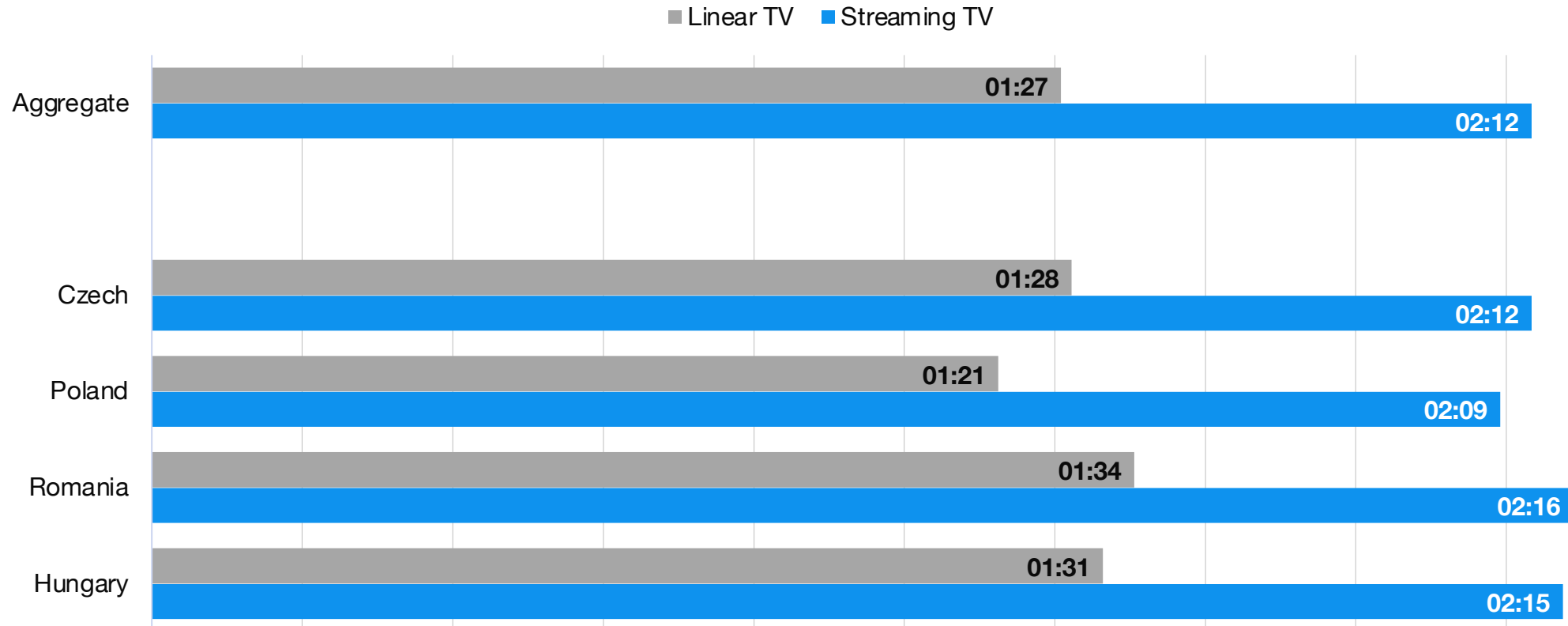
% who watch at least 30min daily



Average time of daily TV among Gen Z

Gen Z spends an average of 2 hours and 12 minutes daily watching streaming TV. Across all four markets, viewing habits are similar, with **more time spent on streaming TV than on linear TV**

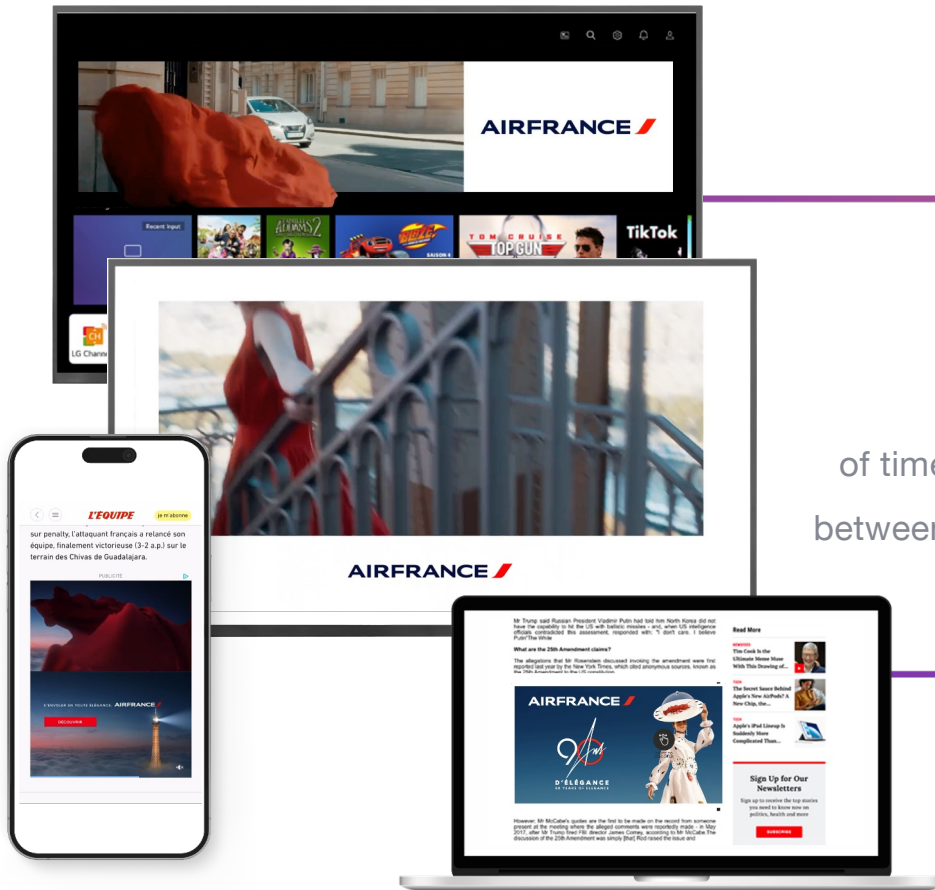
Average Daily Time of TV Consumption (in hours)





TV and Digital are converging

Smart TVs are at the center, bridging the impact of traditional TV with the precision and measurability of digital



80%

of time spent online is
between mobile and CTV

57%

of digital video
viewing time is on CTV

5x

CTV usage is accelerating
faster than mobile

Mobile is maturing. CTV is growing.



The *Omnichannel* opportunity

Connect with Consumers in the *Moments that Matter*

Premium placements allow brands to reach consumers in meaningful moments of attention, across screens and contexts.

07:00 AM
News Headlines 

07:30 AM
Auto Content 

08:30 AM
AccuWeather 

11:00 PM
Gaming Content 

02:30 PM
Retail Content 

10:00 PM
Live Sports 

06:00 PM
Court TV 

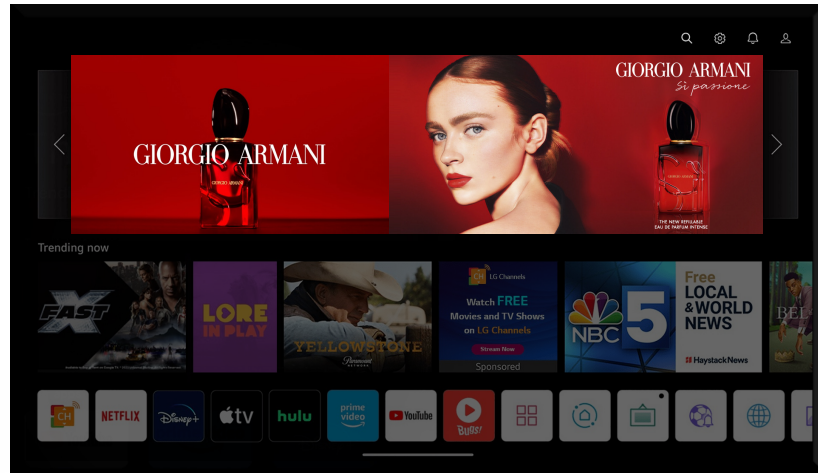
08:30 PM
Historical Movie 

07:30 PM
Sports Content 



2 Solutions to *engage* with your consumers on CTV

CTV HomeScreen



CTV InStream

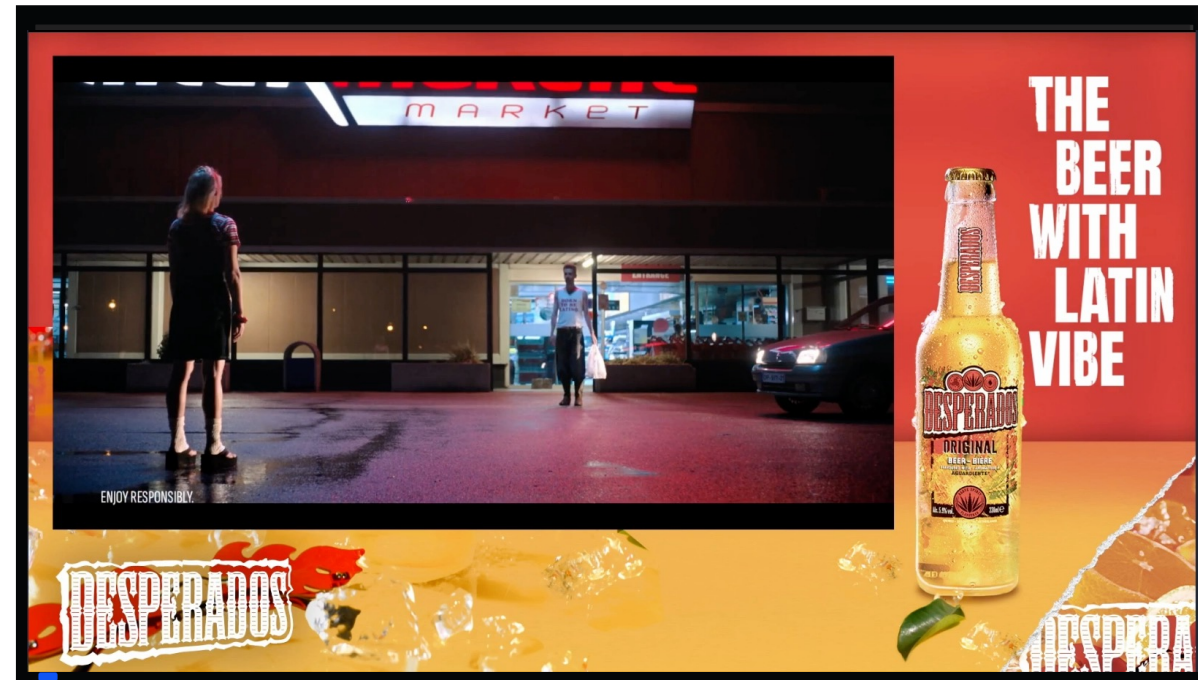




Enhance your video exposure with CTV Instream

Incremental reach on top of the traditional video advertising channels: TV and Online Video

1. **90%+ VTR**
2. **Full screen, non-skippable inventory, sound-on**
3. **TV inventory bought with the flexibility of programmatic**

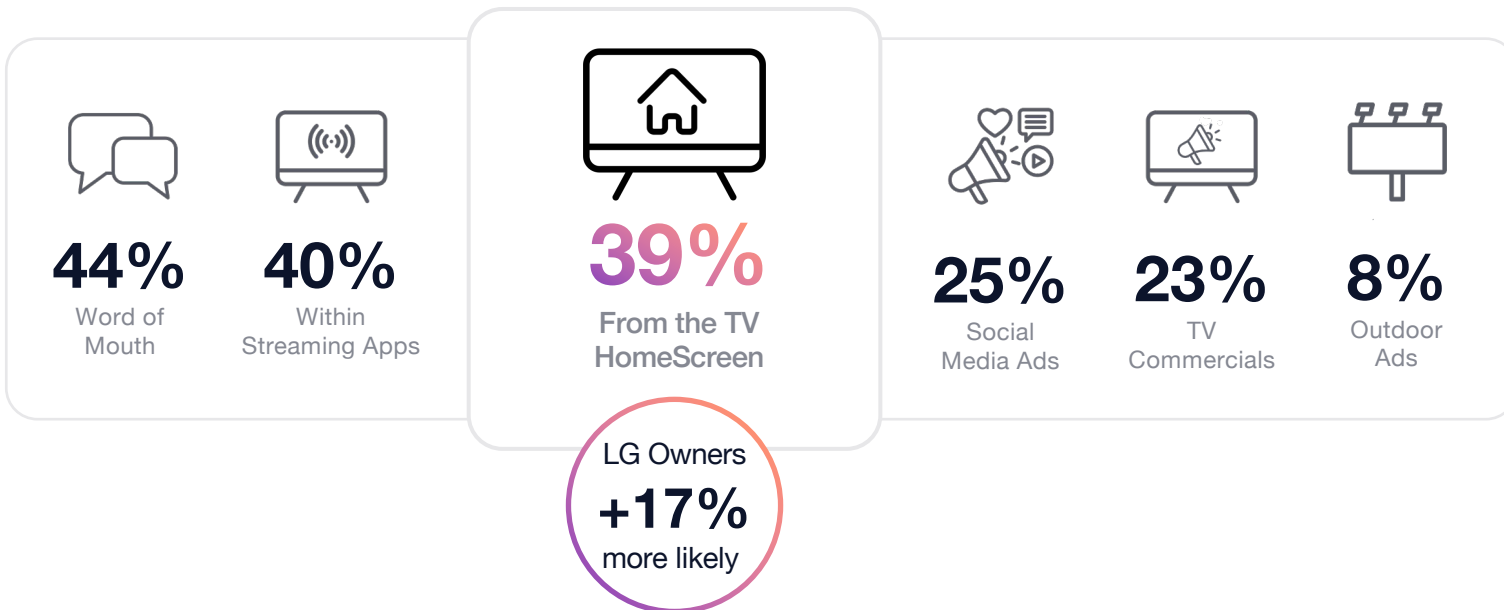




The HomeScreen at the center of the TV experience

Consumers rely on the TV HomeScreen for content recommendations

Top content recommendation sources*



CTV users are hampered with **too many content choices** and platform dispersion

11m 38s

Avg. estimated time from powering on TV to watching content

Up from **5m 41s** in 2023

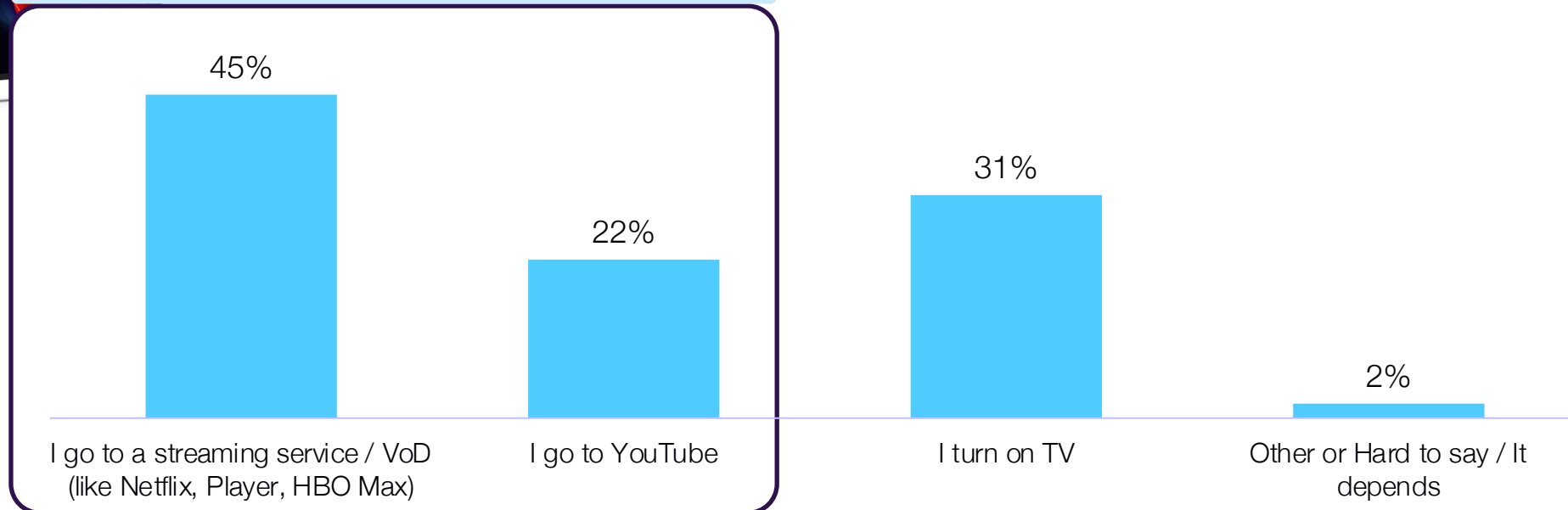


When watching without plan, Romanians choose going to HomeScreen page rather than turning on TV

Pattern of usage when watching without a plan



67% going via HomeScreen to access

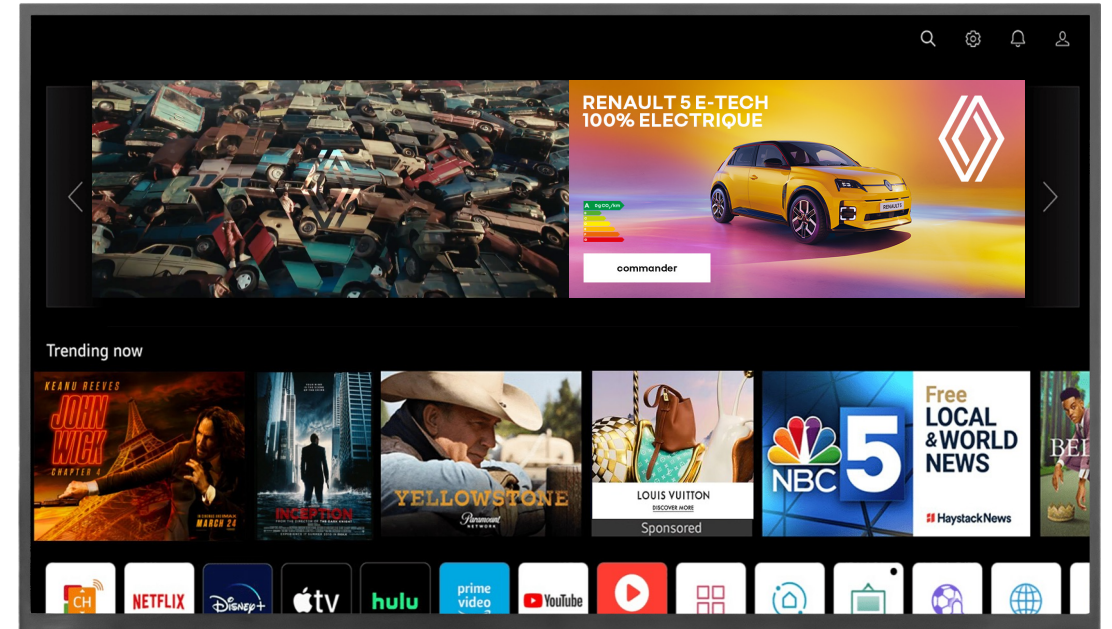




Place the ads *at the starting point of the TV experience*

The shift from "first in break" to "first on screen": the HomeScreen reaches viewers before they choose what to watch.

The format successfully *balances advertiser objectives with viewer experience, keeping brands visible without disrupting the viewing experience.*



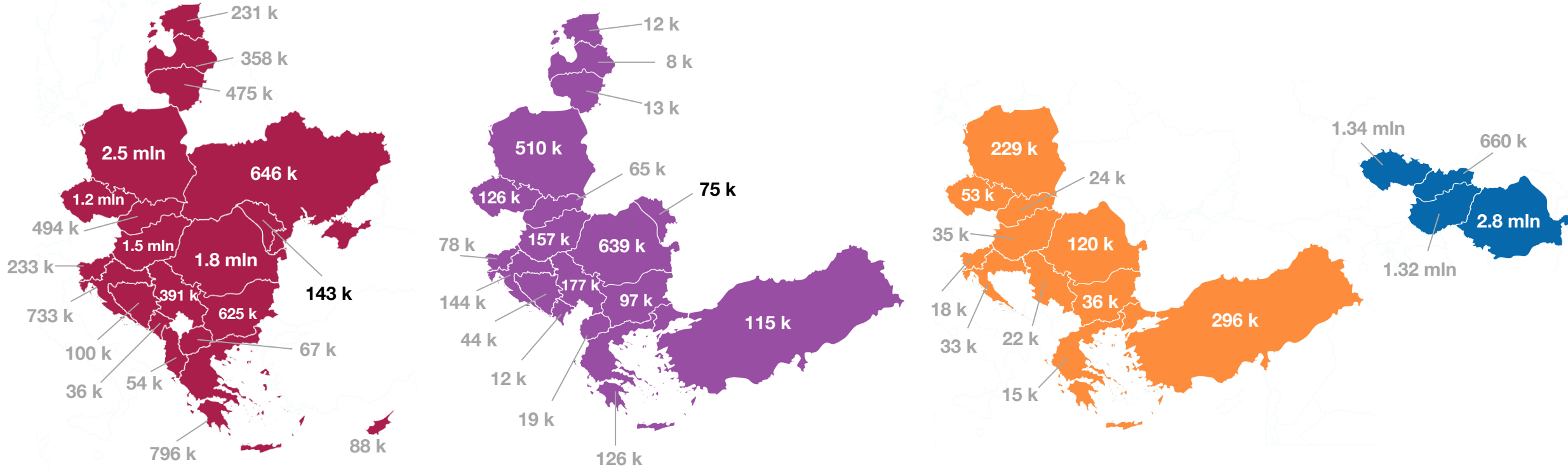




Addressable CTV HomeScreens

5.3 mil+ addressable devices in RO

EXCLUSIVITY

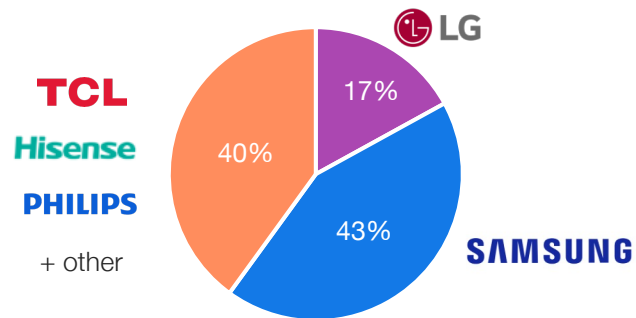




Romanian Smart TV user profile

64%

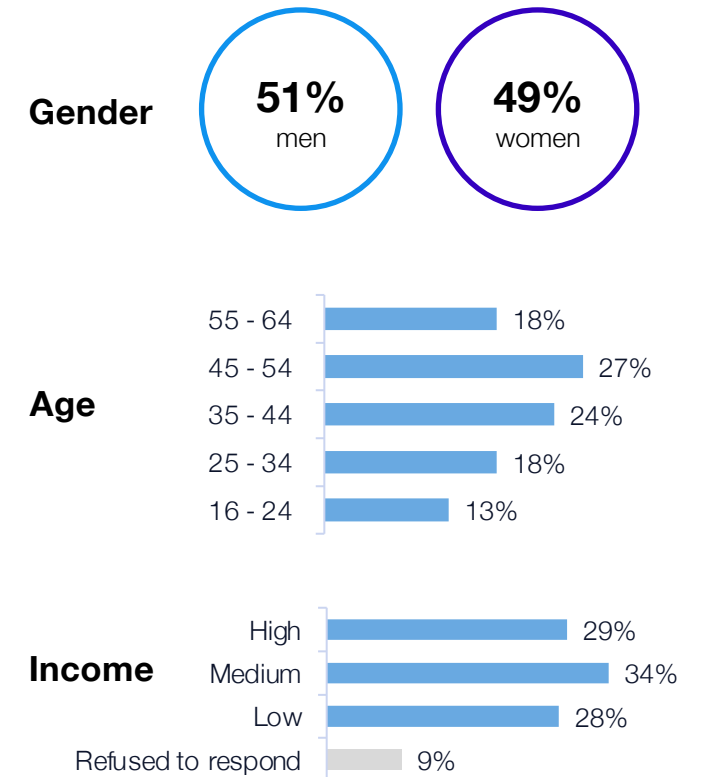
of Romanian Internet Users are Smart TV Owners³

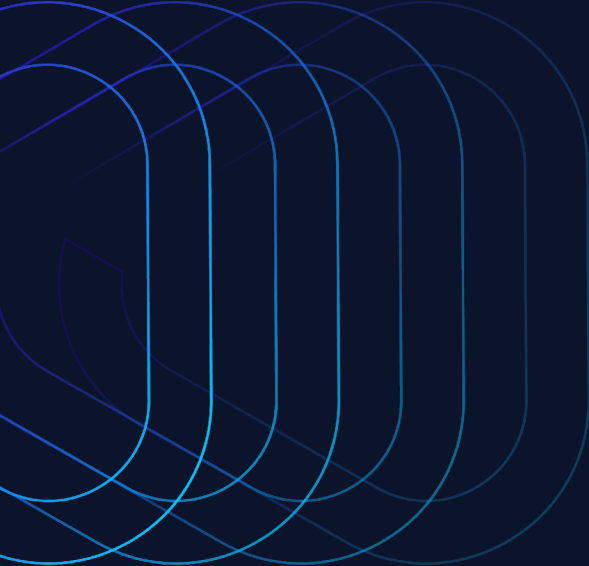


Available inventory

| OEM/ OS | Screens addressable |
|----------------------------|---------------------|
| Samsung | 2,8 mln |
| LG | 1,8 mln |
| Hisense & V HOME OS brands | 640 k |
| Whale OS/ Philips | 120 k |

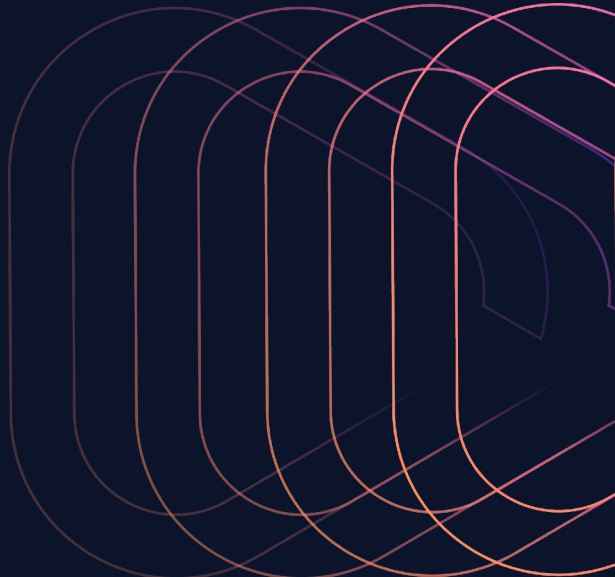
Demographics





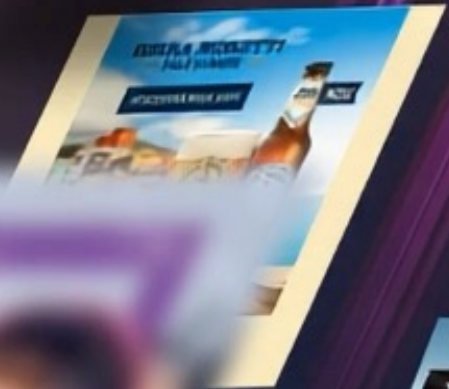
**Tech is the ticket to get
into the stadium.**

*It's your creative that
wins the game.*



2/3rd

of media effectiveness
comes from the quality
of content





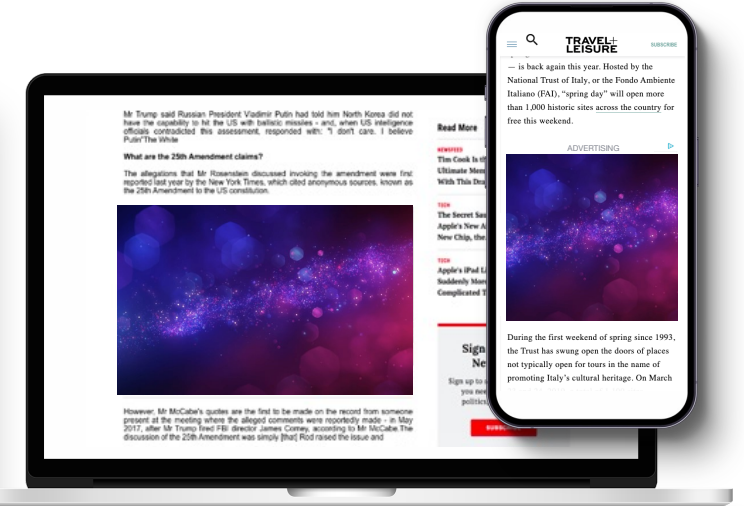
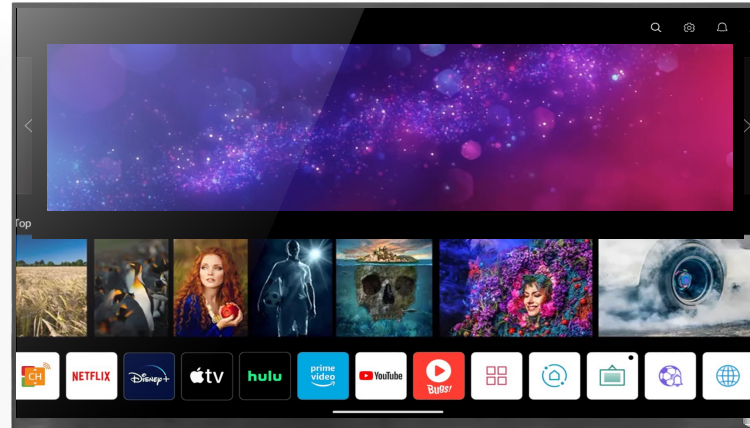
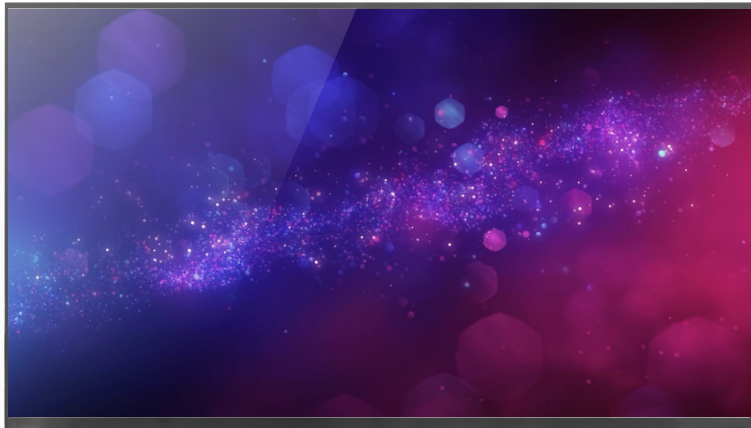
Screen and context effect

how we engage with advertising

CTV Instream

CTV Homescreen

inRead



Lean-back

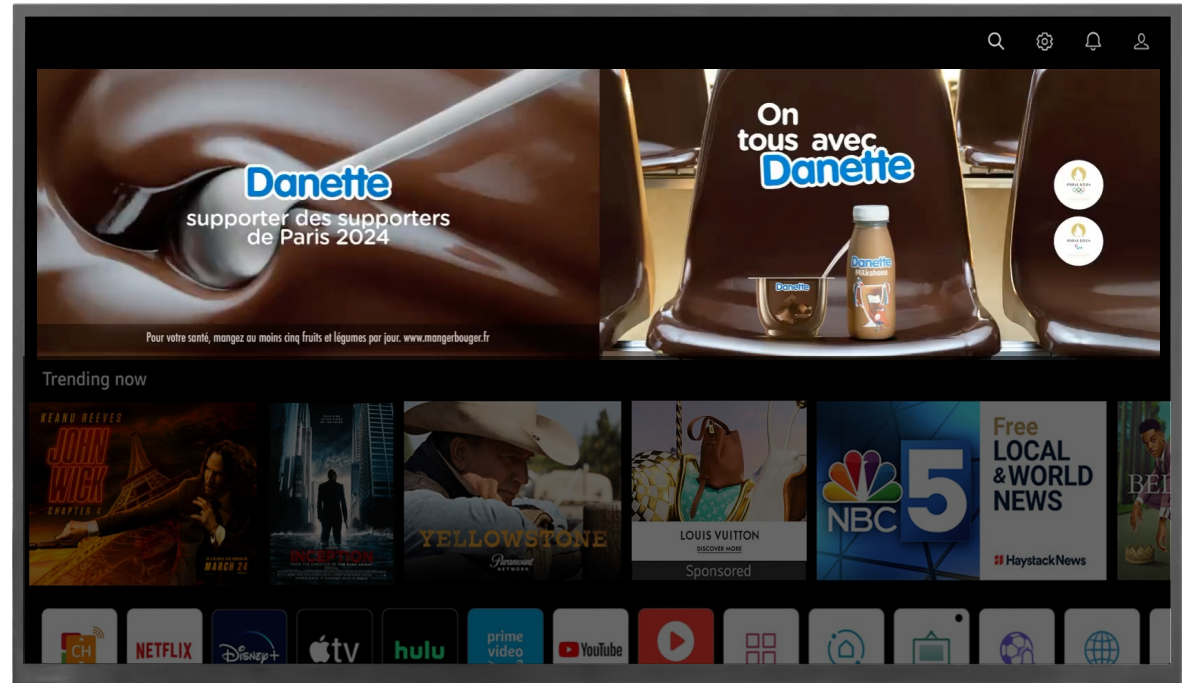
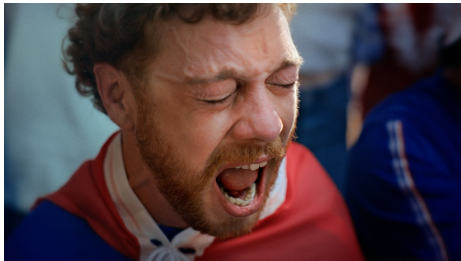
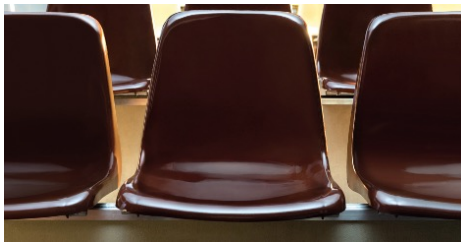
Balanced approach

Lean-in



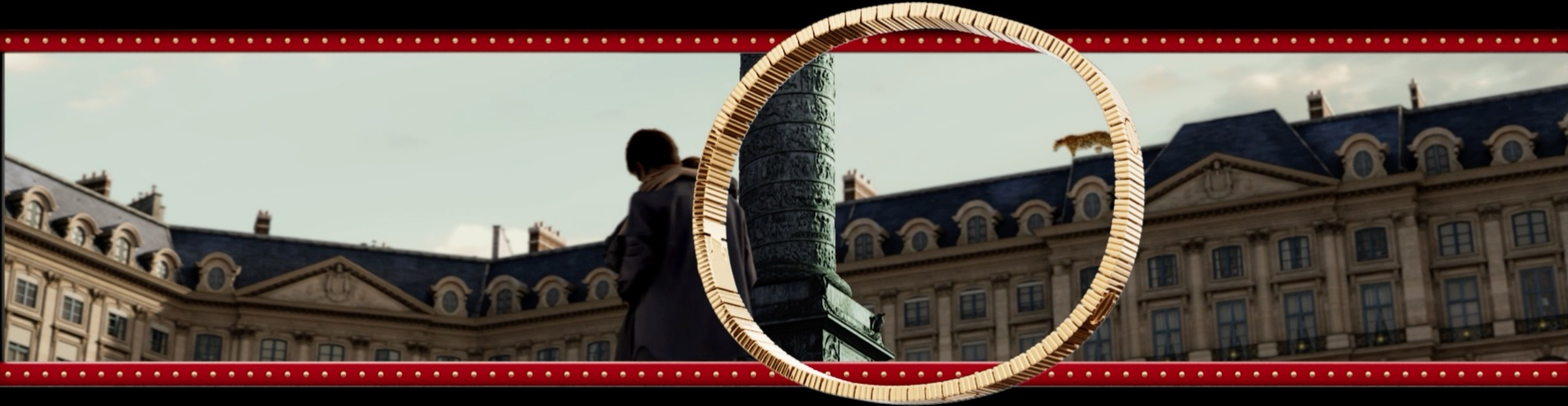
Be Surprising!

Develop unique executions that *entertain and delight* audiences



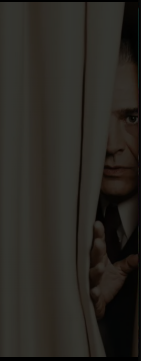
Original Assets

Teads Studio Optimized



Trending now

3D effect is
29%
quicker at capturing
attention than the
standard video ads





The Omnichannel
booster effect
for brand outcomes





Cross-Screen exposure *maximizes* brand impact



+6%
BRAND
AWARENESS

+8%
AD
RECALL

+8%
MESSAGE
ASSOCIATION

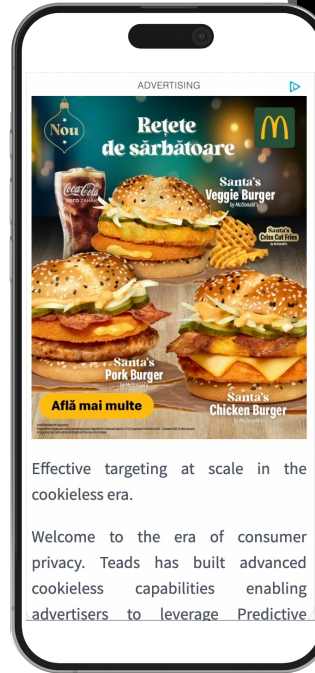
+10%
PURCHASE
INTENT

Vs. single placement type activation



CASE STUDY

Maximizing Brand Image through Omnichannel Complementarity



2X
Attention vs. video industry average

+7%
Attention vs. country average

+13%
Completion Rate vs. RO benchmarks

Brand Attribution

Ad Interest (av¹)

Brand Image (TB²)

Consideration (av¹)

CTV Home Screen

+ 28 pts ✓

+ 20 pts ✓

+ 16 pts ✓

+ 22 pts ✓

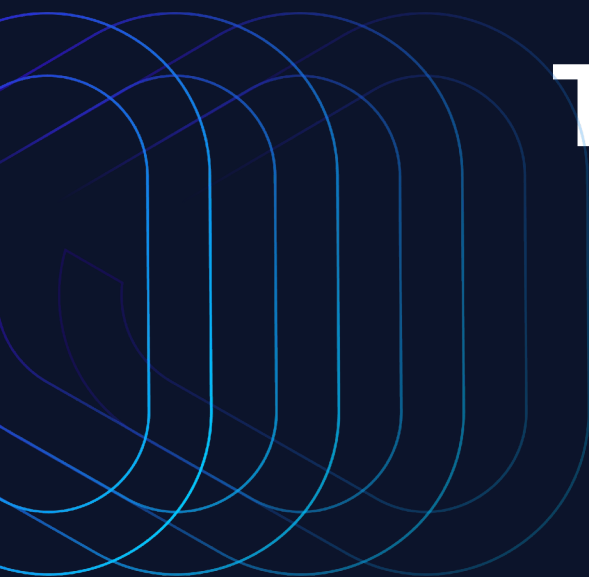
InRead

+ 16 pts ✓


+ 25 pts ✓

+ 10 pts ✓

+ 28 pts ✓



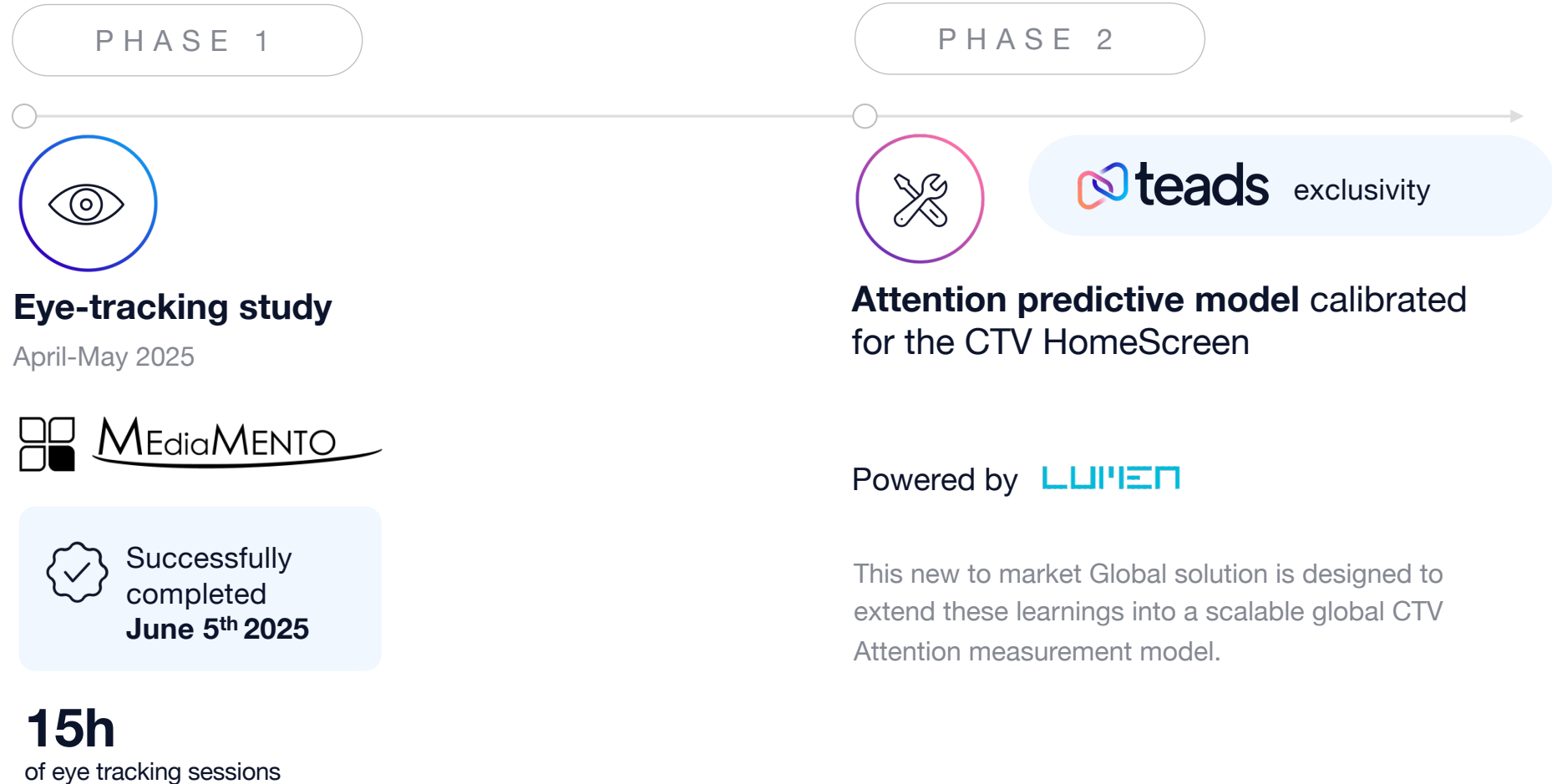
**Teads continues to *pioneer*
Attention to make your
investments work harder
across screens**





Attention x HomeScreen

Extending Attention measurement on live campaigns





Bringing Attention to the Big Screen

Powered by **LUI'EN**

You can finally measure the attention paid to the CTV Homescreen placement in all markets.

Value:

Moves beyond basic "viewability" to measure actual consumer focus, providing a more transparent and actionable metric for media quality on the big screen.

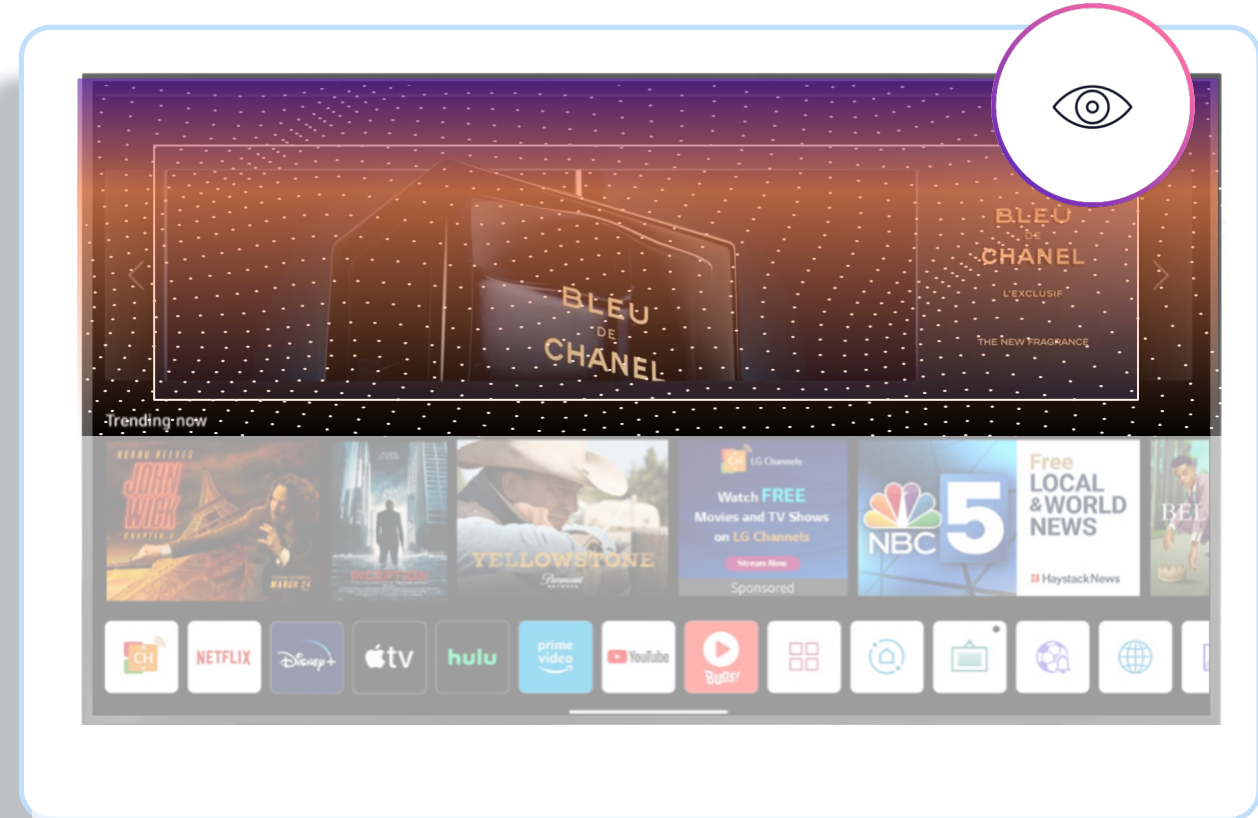
CTV Homescreen Live in TAM
In-Stream Coming soon

EXCLUSIVITY



1st attention predictive model
calibrated for the CTV homescreen

Released: April 2026





Why is Omnichannel becoming so *important*?

Enhanced brand results

High Attention
Uplift on all brand metrics, including lower funnel

Incremental Reach

Gen-Z and Millennials are using their TV as a connected device

Target, measure, manage

CTV merges linear TV possibilities with digital effectiveness and know-how



Thank *You*
for your *Attention!*



**Doina
Radicof**



doinaradicof



doina.radicof@teads.com