

CTV:

Rapid Growth, Buyer Beliefs and the Reality of Fraud

Rapid Growth

Digital ad buyers are increasingly turning to the sight, sound, and motion offered by Connected TV (CTV) as highlighted by ad spending growth in the channel.

\$26.5 billion

Expected to be spent on CTV ads in the US alone in 2023



94%

Increase in daily CTV time spent since 2019



\$146%

Increase in CTV ad spend in the US since 2020

SOURCE: eMarketer

Buyer Habits

With significant dollars shifting to CTV, TripleLift and HUMAN set out to find out what CTV ad buyers really thought of the current landscape.

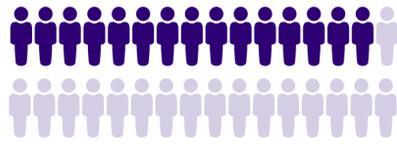


1

Importance of Ad Fraud Prevention

(Scale 1-7, with 7 as "extremely important")

49% Respondents scaled 1-2



33% Respondents scaled 6-7



2

Perceived Threats



41%

expressed high concern of fraud in CTV



75%

suspect fraud exists in PMPs



52%

believe SSAI holds highest rate of fraud

3

Awareness of Large-Scale Fraud Schemes

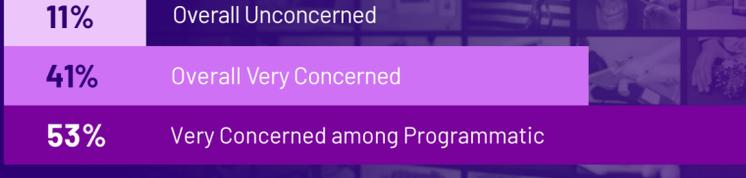
85%



understand they exist, but **don't follow the news** closely enough to be concerned

4

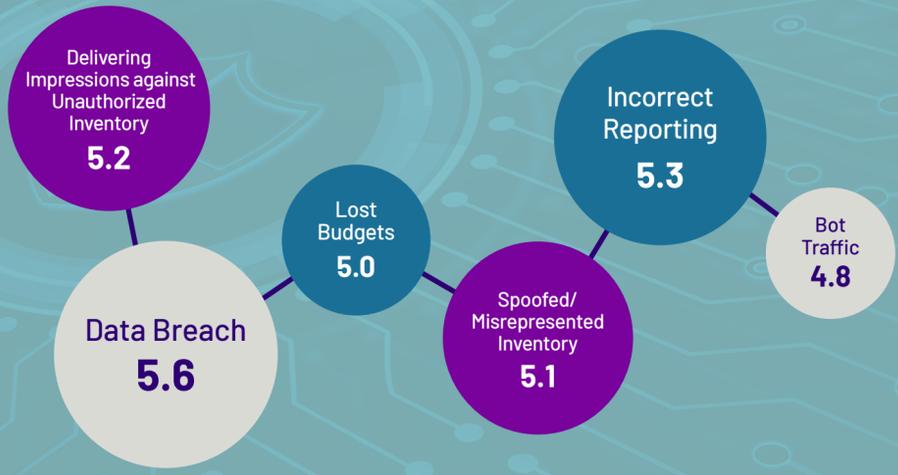
Majority of programmatic buyers are concerned or very concerned with CTV fraud



5

Biggest Fraud Fears

(Scale 1-7, with 7 as "extremely concerning")



The Reality of Fraud

↑5x

Higher IVT rates on CTV devices compared to Desktop and Mobile*

*based on HUMAN internal data

Threats for CTV

The complexity of device identifications, inconsistent adoption of standards and a dearth of available signals create plenty of shadowy corners for fraudsters to ply their schemes.

App Spoofing



Disguising an app to appear as a more desirable, premium app in order to steal spend

SSAI Spoofing



Server Side Ad Insertion, the common tool used to stitch ads with CTV videos, **intercepted with fraudulent ad requests**

Device Spoofing



Masquerading the identity of one device as if it is another, e.g. a mobile phone presenting itself as a streaming device

User Spoofing



Using bots to create unlimited fake interactions or impressions within CTV videos

How HUMAN lights up the darkness

HUMAN leverages a modern defense strategy to safeguard these valuable investments in CTV. Using our global visibility, threat intelligence and collective protection, HUMAN helps buyers increase their trust in CTV. [Visit HUMAN to learn more.](#)