

OTT Video Advertising

Cybba's OTT solutions offer all the benefits of traditional digital advertising with the added guarantee of higher viewability and completion rates. OTT gives you control over how and when ads are served, promises fraud free inventory, and ensures brand safety. With one ad buy, you can reach premium audiences through multi-level targeting across most digital devices.



Unmatched reach: Streaming accounts for 40.3% of viewing time in the U.S., surpassing both broadcast and cable.¹

Site Visitors and CRM: Leverage your own customer and website visitor data for direct targeting, building lookalike audiences, and more.

Truly Custom Audiences: Build a one-of-a-kind audience through our advanced targeting capabilities.

Addressable Targeting: Precisely target physical addresses.

Behavioral and Demographic Targeting: Refine audiences based on their online behavior and demographic factors.

PREMIUM INVENTORY

Advertise across a range of publishers including:



SAMPLE CUSTOM AUDIENCE: SPORTS FANS



Networks: ESPN, Fox Sports, FuboTV, Golf Channel, MLB TV, NBC Sports, SEC Sports

Audience Composition:

66% **34%** **25-39**
Male Female Years old

\$75k

Median household income

WHAT DO YOU NEED TO GET STARTED?

Resolution: 1920x1080, 1280x720

Duration: 15 Seconds, 30 Seconds

Video Bitrate: 15,000 Kbps - 30,000 Kbps

Audio Bitrate: 192 kbps

Frame Rate: 23.98 FPS, 29.97 FPS

Audio Sample Rate: 48 kHz

Max Video File Size: 10GB

File Type: MP4

1. Source: Freewheel Marketplace Report 2024: https://www.freewheel.com/wp-content/uploads/2024/10/FreeWheel_VMR_1H_2024.pdf