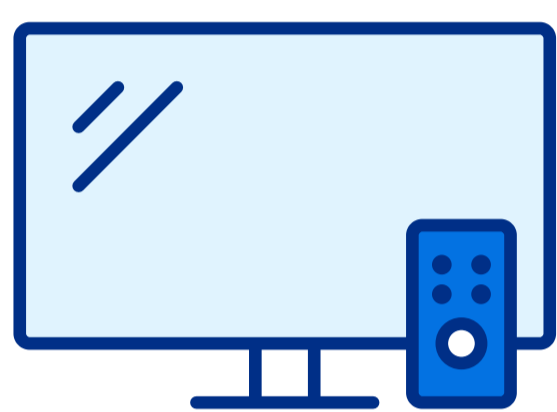


'Tis the season for ad-supported content

As consumers spent more time streaming their favorite TV, movies and music on ad-supported channels, advertisers were able to reach more shoppers programmatically than ever before. Connected TVs became an essential digital media device and audio grew more than 83% year-over-year.

Black Friday Programmatic Impression Growth 2018-2019*



CONNECTED TV

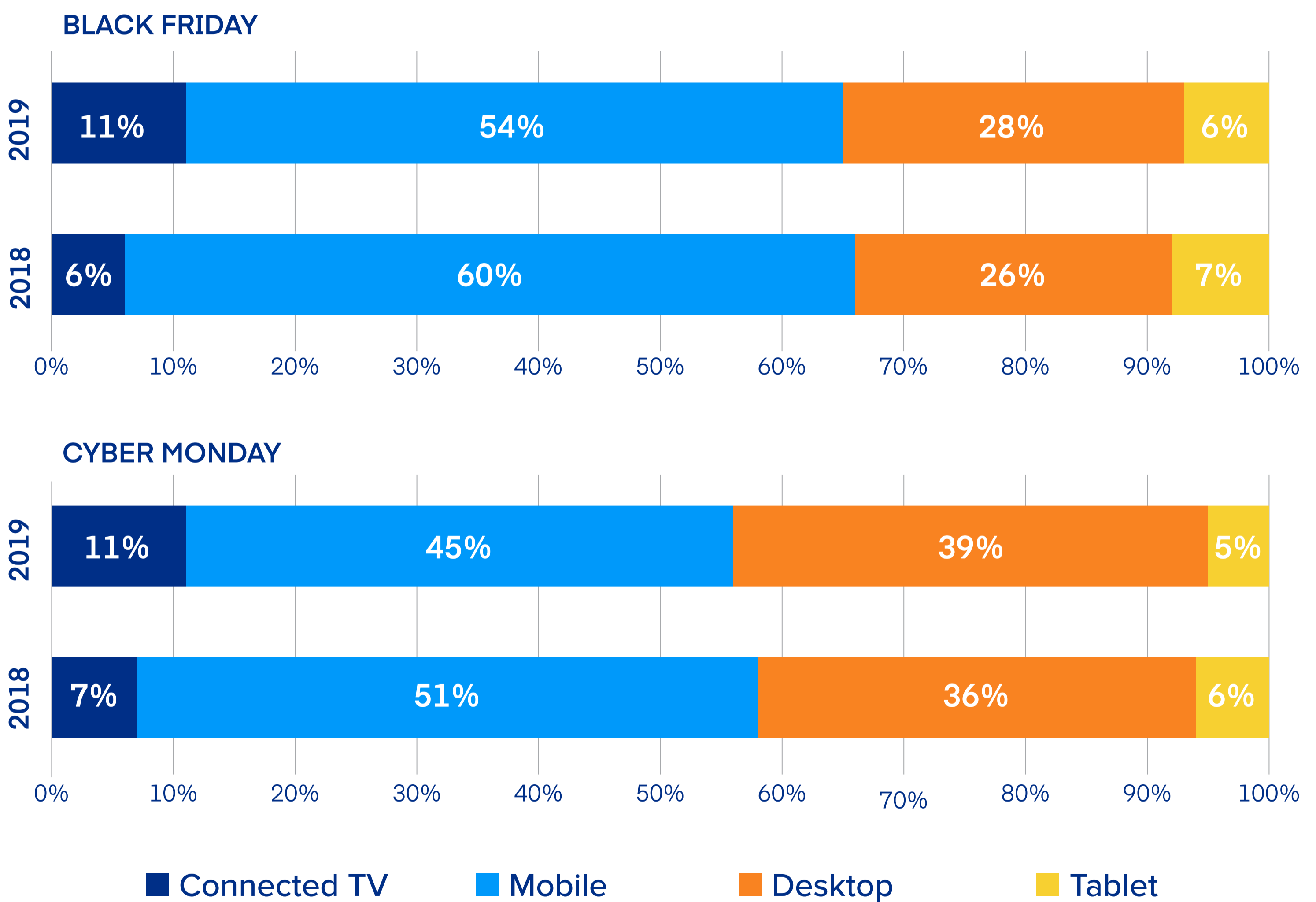
↑ 105%



AUDIO

↑ 83%

Programmatic Impression Share, By Device



While the holiday shopping season may be shorter than usual, The Trade Desk can help you make the most of this season and beyond, reaching both your existing customers and laying the foundation for new incremental shoppers as well.



*Impression growth is number of avails seen by the platform