



Roku



tvOS

GLOBAL CONNECTED TV (CTV) AD SUPPLY CHAIN TRENDS LATIN AMERICA REGION

Q1.2024

An analysis of the state of open programmatic CTV advertising, including top devices, trending categories, and ad fraud risk



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ABOUT THIS REPORT:

Pixalate’s data science team analyzed programmatic advertising activity across over 94 thousand Connected TV (“CTV”) apps and nearly 6 billion global open programmatic ad transactions in Q1 2024 to compile this research. Pixalate's datasets consist predominantly of buy-side open auction programmatic traffic sources.

Pixalate is sharing this data not to impugn the standing or reputation of any person, entity or app, but instead, to render opinions and report trends pertaining to CTV programmatic advertising activity in the time period studied.



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Q1 2024 CTV Supply Chain Trends: Latin America

Latin America increased CTV ad spend by 60% YoY, Q1 2024, turning around from the 53% decrease in ad spend the year prior, Q1 2022 vs. Q1 2023.



16% invalid traffic (IVT) rate in Latin America for open programmatic CTV in Q1 2024, down from **21% in Q4 2023**, and higher than the Global Q1 2024 IVT rate of 12%.



Samsung Smart TV gained +121% YoY device market share in LATAM, while Roku maintains highest device market share at 39% in Q1 2024 (-2% decrease YoY for Roku).



ViX is the top grossing CTV app in LATAM for Q1 2024, grossing an estimated **\$13.8M open programmatic ad spend** across Roku, FireTV, tvOS and Samsung app stores.



Roku has the highest operating system market share in Latin America, with 39% in Q1 2024, closely followed by **Samsung at 35%** OS market share.



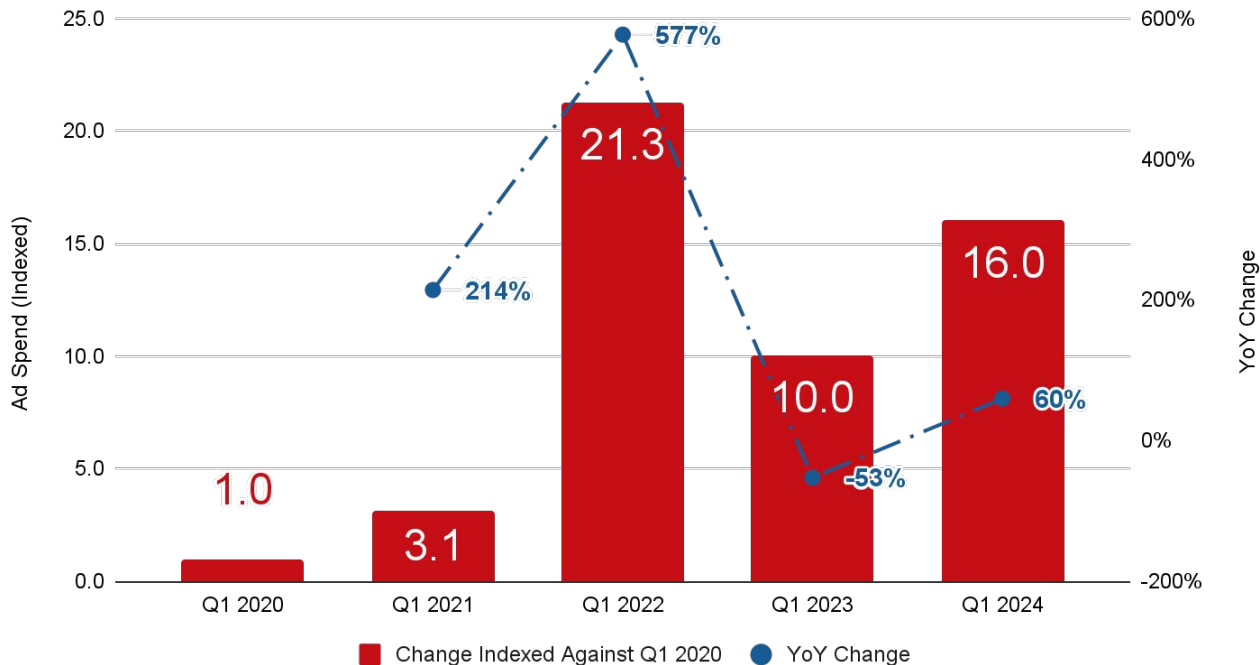


60%

YoY increase in estimated open programmatic CTV ad spend in LATAM in Q1 2024, according to Pivalate's data.





LATAM: Estimated Open Programmatic CTV Ad Spend

Open programmatic ad sales proxied for ad spend, LATAM Q1 2024, as measured by Pivalate



CTV Ad Spend: Top Grossing CTV Apps in LATAM, Q1 2024

Top 5 grossing CTV apps per platform based on estimated open programmatic advertising in LATAM, as measured by Picalate

	Rank	Name	Ad Spend
	1	ViX: Cine, TV, Deportes Gratis	\$6M
	2	Viki	\$270K
	3	Pluto TV - It's Free TV	\$249K
	4	Crunchyroll	\$182K
	5	Runtime	\$78K
	1	ViX: Movies, TV and Sports in Spanish	\$455K
	2	The Crossing Dead	\$198K
	3	Univision App: Univision & Unimas Free	\$79K
	4	Pluto TV - It's Free TV	\$74K
	5	Animal Doctor - Pet Hospital Game	\$68K
	1	ViX: TV, Fútbol y Noticias	\$35K
	2	Atmosphere™	\$4K
	3	Canela.TV - Series and Movies	\$3K
	4	Viki: Asian Drama, Movies & TV	\$2K
	5	DistroTV - Live TV & Movies	\$2K
	1	ViX: Cine y TV Gratis en Español	\$7M
	2	SAMSUNG TV PLUS	\$256K
	3	Pluto TV	\$45K
	4	tvplus	\$13K
	5	Free Games by PlayWorks	\$12K

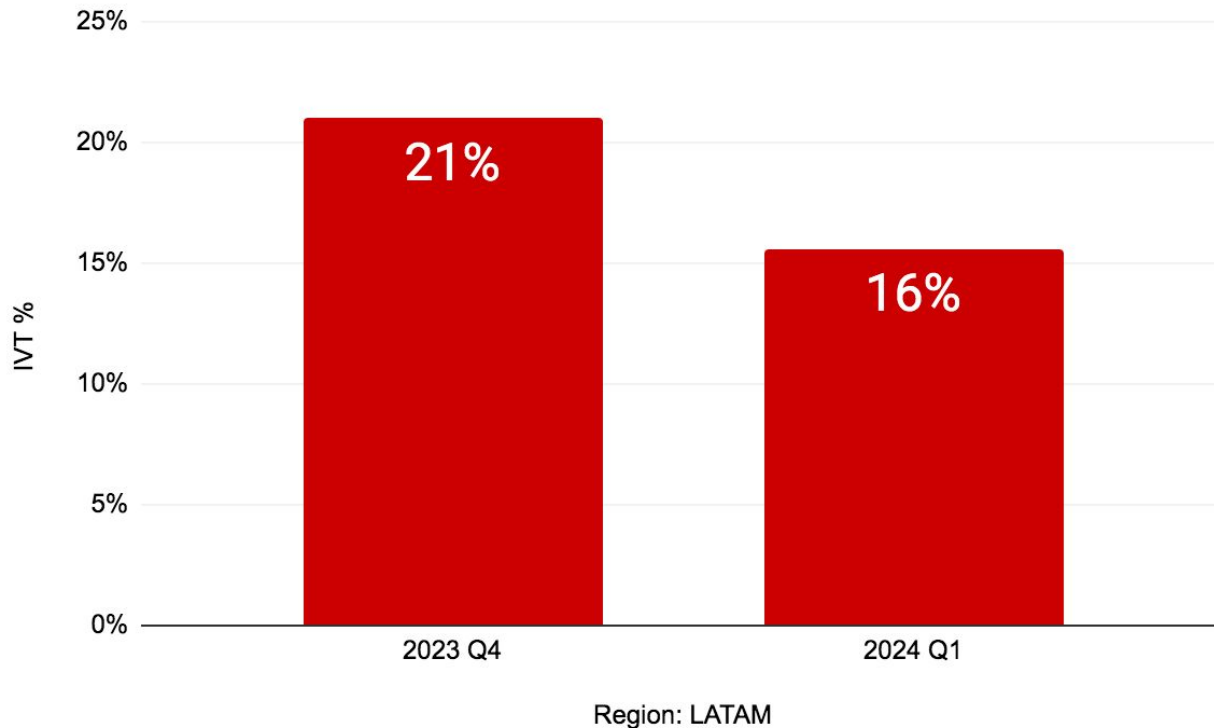


-26%

Invalid traffic rate decreased by 26% QoQ in LATAM, going from 21% in Q4 2023 to 16% in Q1 2024, according to Picalate's data.

Quarterly CTV Invalid Traffic Rates (IVT Inclusive of Ad Fraud)

Invalid traffic ("IVT" - inclusive of ad fraud) by quarter in open programmatic CTV; LATAM; as measured by Picalate



CTV DEVICES

MARKET SHARE TRENDS BY DEVICE

Roku | Amazon Fire TV | Apple TV | Samsung | LG | Smart TVs





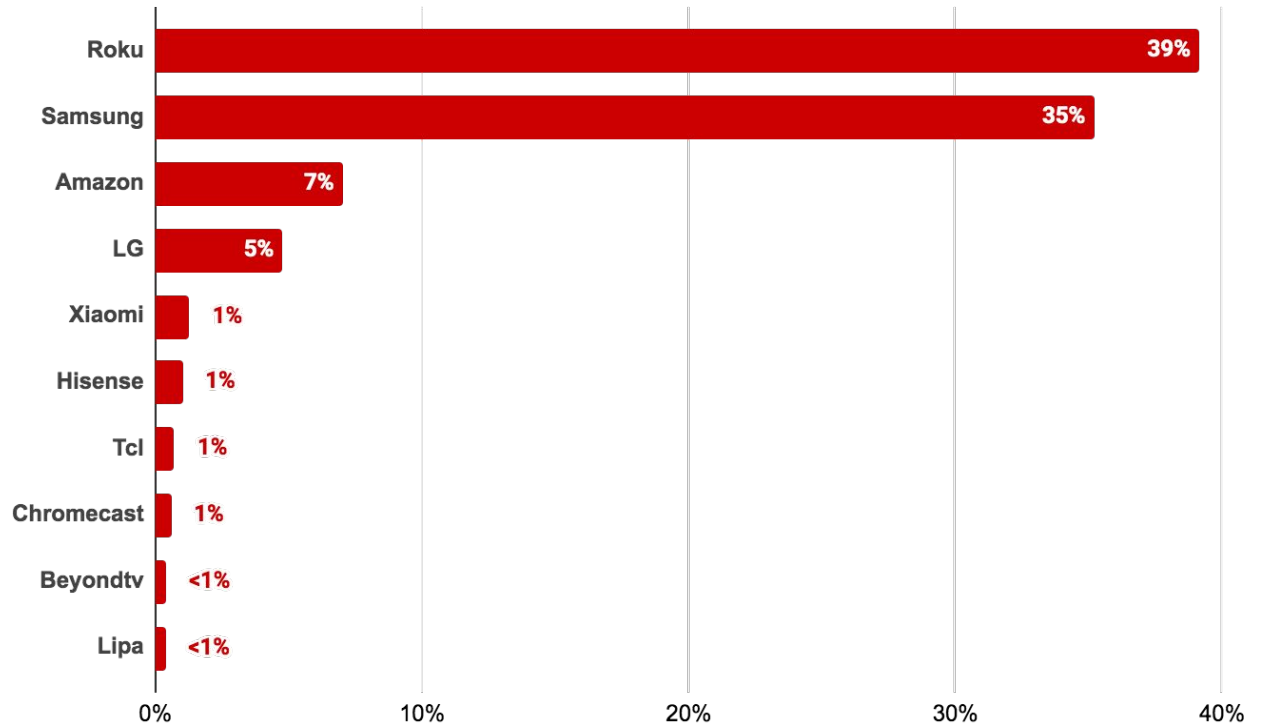
39%

estimated CTV device market share for **Roku** devices, followed by Samsung with 35% SOV in Q1 2024, according to Pixelate's data.

What this stat means: 48% of all open programmatic CTV ads were delivered to Roku devices not inclusive of IVT, as measured by Pixelate.

CTV Device Market Share in Latin America

Share of voice of open programmatic ads sold by device type; LATAM; Q1 2024; as measured by Pixelate





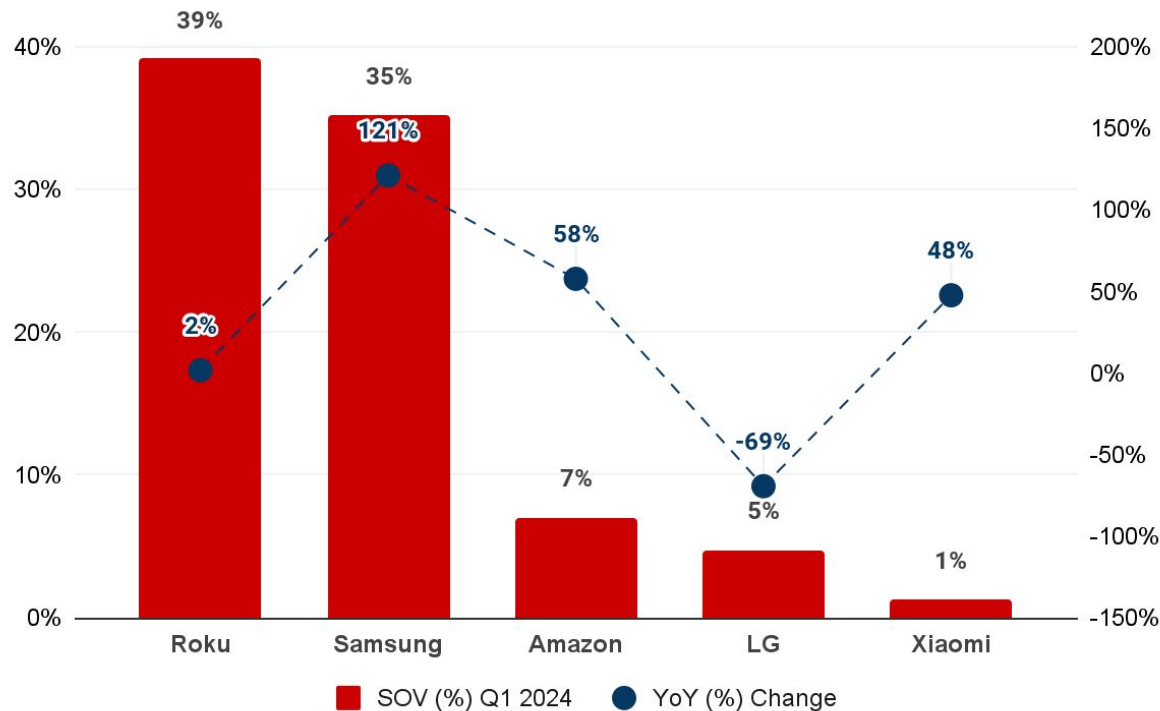
+121%

YoY CTV device ad market share gain for **Samsung in LATAM**, according to Pixalate's data.

LG (-69% YoY) loses market share in Q1 2024 in LATAM, according to Pixalate's data.

YoY Change in CTV Device Market Share in Latin America, Top 5

% change in SOV of open programmatic CTV ads sold from Q1 2023 to Q1 2024 by device type; LATAM; as measured by Pixalate



*The year-over-year (YoY) percentage change compares the first quarter (Q1) of 2024 with the first quarter (Q1) of 2023.



A family of four is sitting on a couch in a living room, watching a television. The TV screen displays the Flow app interface, which includes a menu on the left with options like 'Inicio', 'Inicio de TV', 'Películas', 'Series', and 'Interactivos'. The main screen shows a large movie poster for 'ANOR' and several smaller promotional tiles for 'flow', 'METADATA', and 'flow interactivo'. The time '17:15' is visible in the top right corner of the TV screen. The background shows a white brick fireplace and a white shelving unit with various decorative items.

OPEN PROGRAMMING AD TRENDS

App Growth | Open Programmatic Ads | App Categories



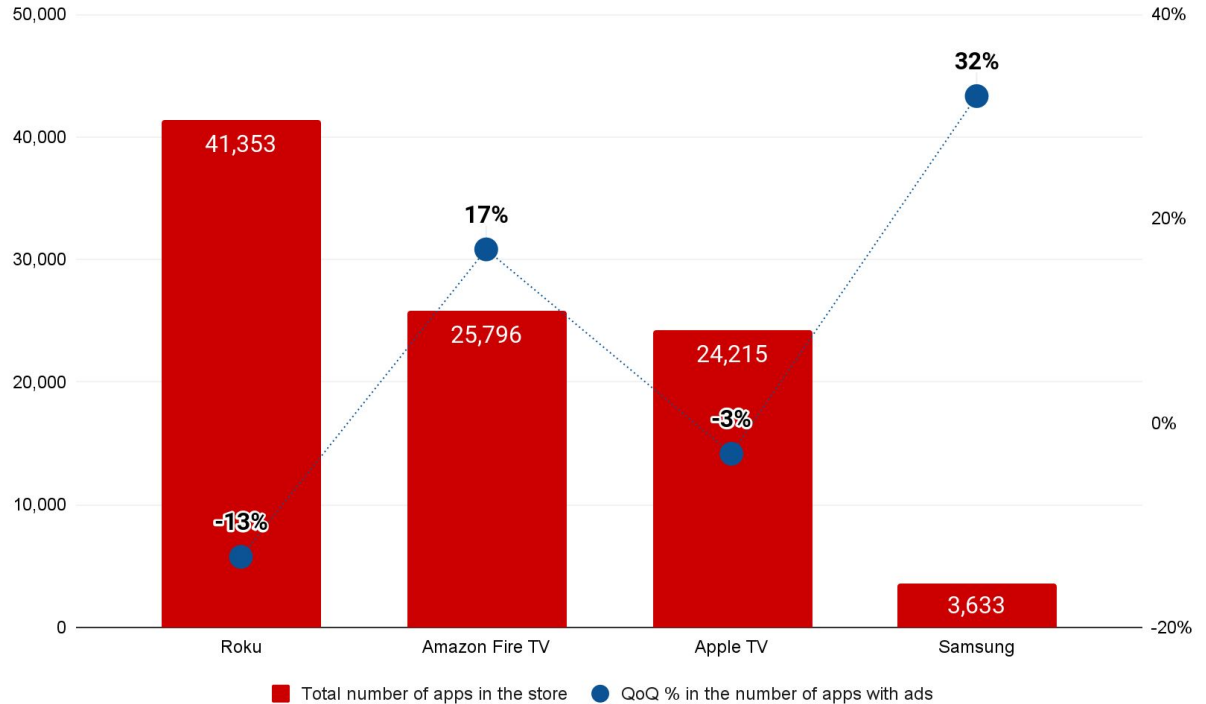


32%

The number of **apps with ads in Samsung Smart TV** increases 32% QoQ, according to Pixalate's data.

Number of Apps and Apps with Programmatic Advertising in Q1 2024

of total apps and apps w/open programmatic ads (>= 50 IVT-free ads sold) Global in Q1 2024 vs. Q4 2023; as measured by Pixalate



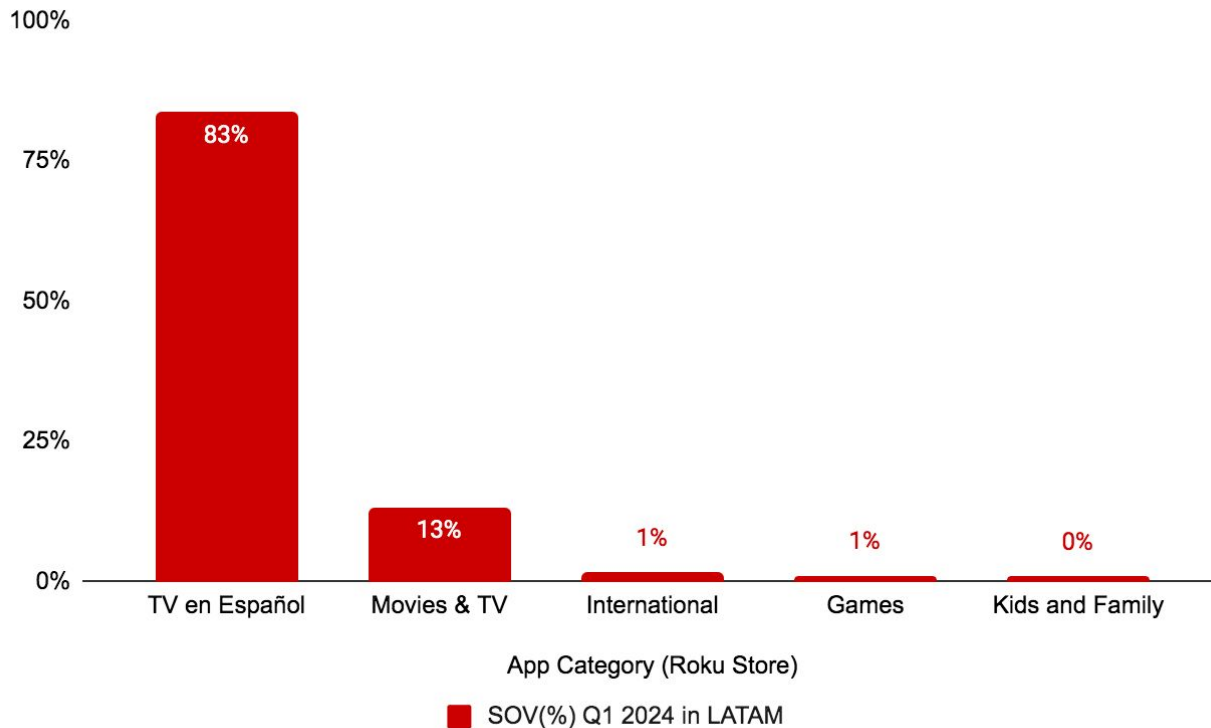


83%

estimated category share of voice (SOV) in LATAM for Roku apps in the “**TV en Español**” app category, according to Pivalate’s data

Roku App Categories: Open Programmatic Advertising SOV

Open programmatic advertising SOV among top five app categories; LATAM; Q1 2024; as measured by Pivalate



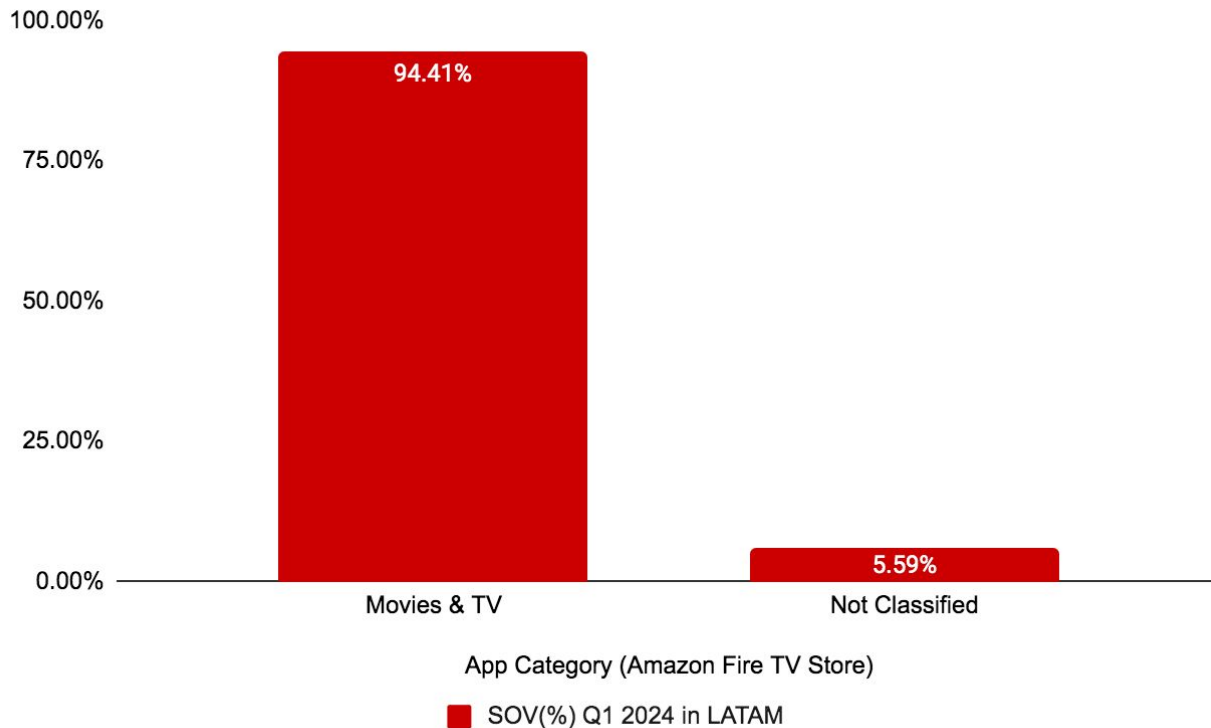


94%

estimated category share of voice (SOV) in LATAM for Amazon Fire TV apps in the “**Movies & TV**” app category, according to Pixalate’s data

Amazon Fire TV App Categories: Open Programmatic Advertising SOV

Open programmatic advertising SOV among top five app categories; LATAM; Q1 2024; as measured by Pixalate

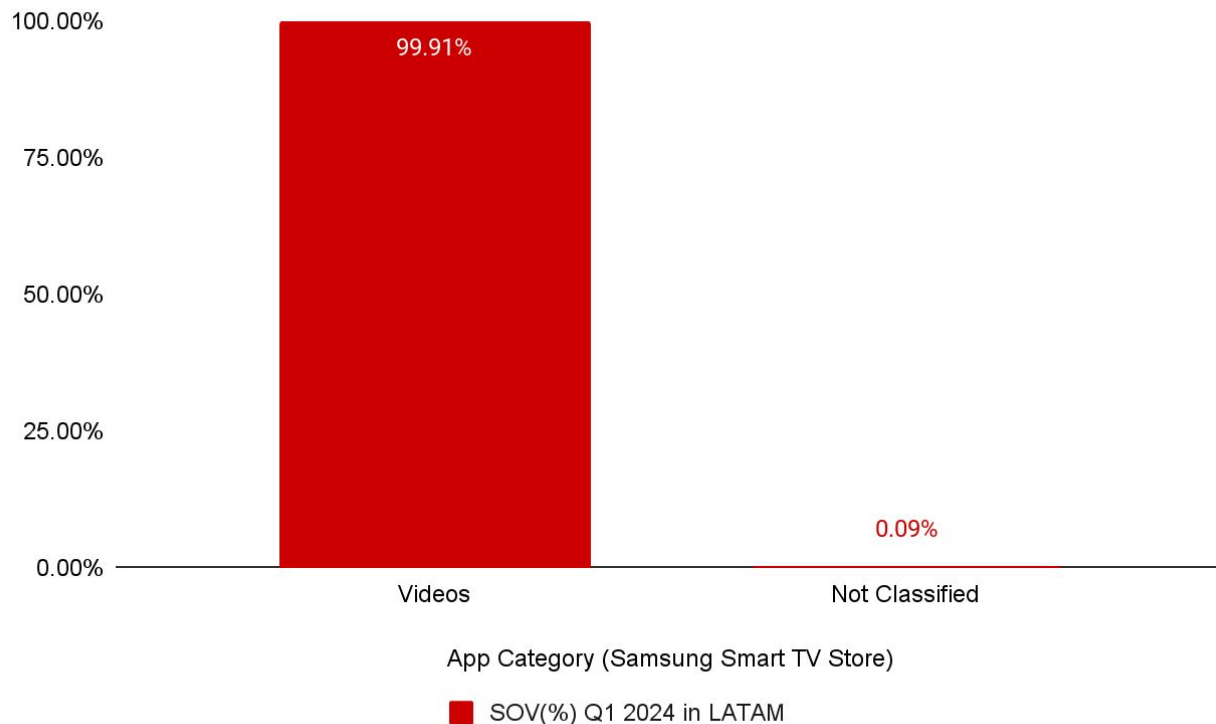


99%

estimated category share of voice (SOV) in LATAM for Samsung Smart TV apps in the “**Videos**” app category, according to Pixalate’s data

Samsung Smart TV App Categories: Open Programmatic Advertising SOV

Open programmatic advertising SOV among top five app categories; LATAM; Q1 2024; as measured by Pixalate



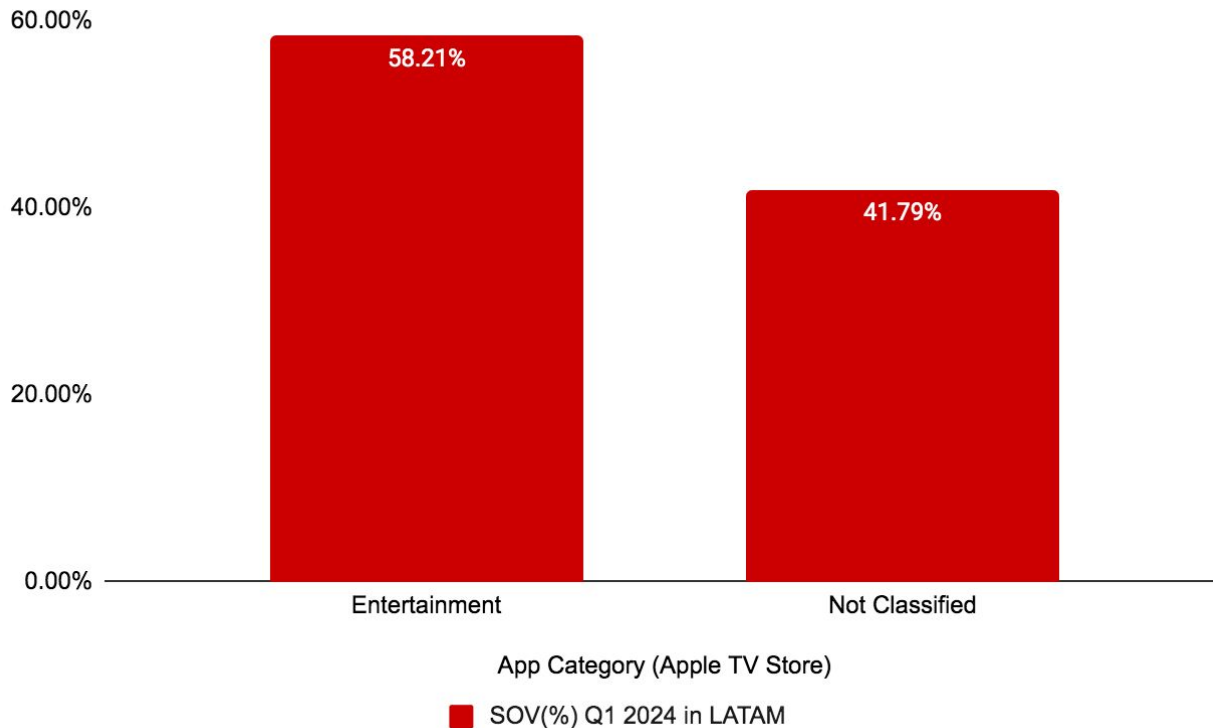
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58%

estimated category share of voice (SOV) in LATAM for Apple TV apps in the “**Entertainment**” app category, according to Pixalate’s data

Apple TV App Categories: Open Programmatic Advertising SOV

Open programmatic advertising SOV among top five app categories; LATAM; Q1 2024; as measured by Pixalate



CTV OPERATING SYSTEMS

AD SPEND TRENDS BY OS

Roku | Android | tvOS | Tizen | Windows | Linux | SONY



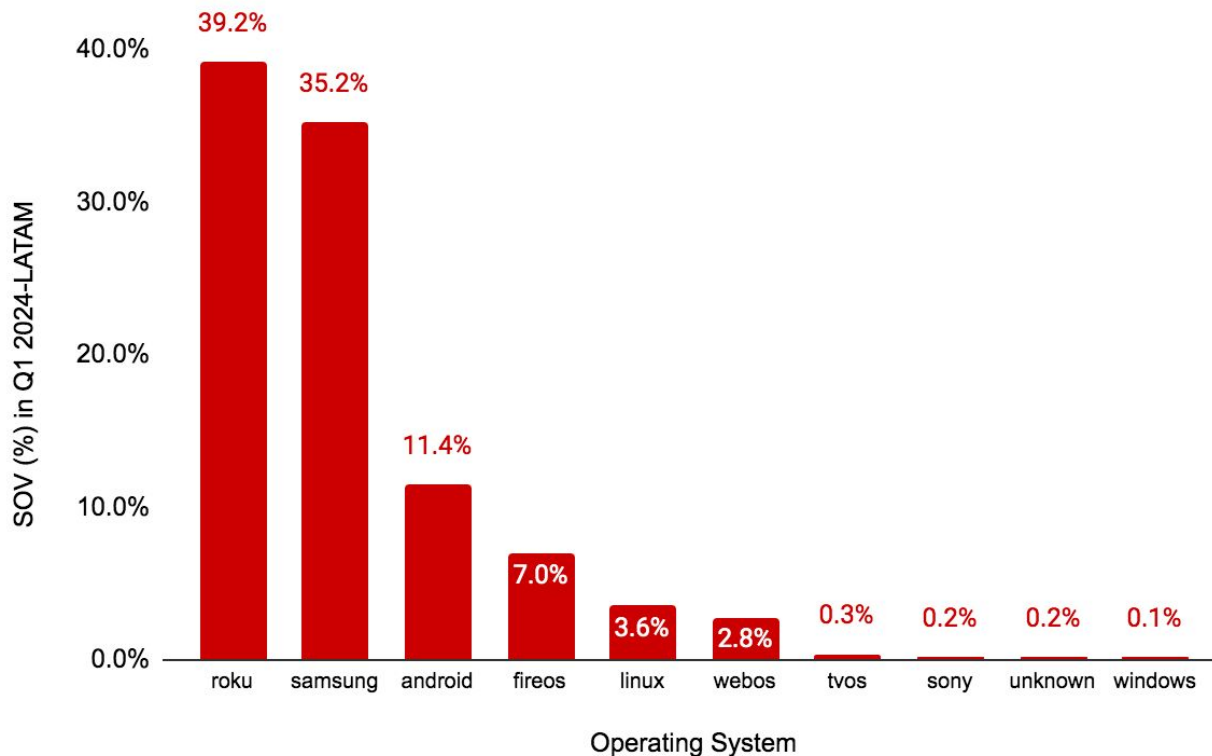


39%

CTV OS market share for Roku Q1 2024 in LATAM, according to Pixalate's data.

Q1 2024 CTV Operating System (OS) Market Share

Share of voice of open programmatic ads sold by operating system; LATAM; Q1 2024; as measured by Pixalate





METHODOLOGY, DISCLAIMER & GLOSSARY

Methodology

Pixalate's data science team analyzed programmatic advertising activity across over 94 thousand Connected TV (“CTV”) apps and nearly 6 billion global open programmatic ad transactions in Q1 2024 to compile this research. Pixalate's datasets consist predominantly of buy-side open auction programmatic traffic sources.

In the context of this report, programmatic ad transactions, as measured by Pixalate, are proxied for ad spend. The report examines global programmatic advertising activity. Pixalate's datasets — which are used exclusively to derive these insights — consist predominantly of buy-side open auction programmatic traffic sources.

Global Ad Spend Estimates

Pixalate global open programmatic CTV ad spend figures (page 6) were estimated using the following methodology:

- Total estimated global digital ad spend: \$668 billion ([Statista](#))
- CTV's estimate share: 10% ([eMarketer](#))
- Upfronts' estimate share: 34% ([eMarketer](#))
- Open programmatic estimated share: 50% ([Simplifi](#))
- Estimated yearly share of spend by quarter (Pixalate):
 - Q1: 20%
 - Q2: 21.7%
 - Q3: 26.3%
 - Q4: 32.1%

Glossary

Ad market share / share of voice (SOV): This is based on the proportion of sold programmatic ads that go to a certain device, operating system, category, etc. For example, if Device X received 20 of 100 total ads one quarter, its market share would be 20%. If Device X then received 36 of 120 total ads the next quarter, its market share would have increased by 50% (from 20% to 30%). This is not inclusive of invalid traffic.

Ad spend: In the context of this report, programmatic ads sold, as measured by Picalate, are used as a proxy for ad spend. This is inclusive of invalid traffic.

Apps: An app is also sometimes called a “channel” when discussing CTV advertising. This report uses the term “app” for consistency. “Apps with programmatic ads” are based off app Bundle IDs in the ecosystem across all CTV app stores.

Connected TV/OTT: Also referred to as “CTV” in this report. Picalate defines CTV based on the device being used by the end-user. Examples of CTV devices include Apple TV, Roku, Chromecast, Amazon Fire TV, Smart TVs, and gaming platforms.

Household adoption: This includes the estimated percentage of U.S. households that are reachable via any non-CTV form of programmatic advertising (such as mobile in-app), as measured by Picalate that are also reachable via CTV programmatic advertising, as measured by Picalate. Invalid traffic (IVT) is removed.

Programmatic CTV: The report examines global programmatic advertising activity across CTV devices. Picalate’s datasets consist predominantly of open auction programmatic traffic sources.

DISCLAIMER

The content of this report reflects Picalate's opinions with respect to the factors that Picalate believes can be useful to the digital media industry. Any data shared is grounded in Picalate's proprietary technology and analytics, which Picalate is continuously evaluating and updating. Any references to outside sources should not be construed as endorsements. Picalate's opinions are just that, opinions, which means that they are neither facts nor guarantees.

Picalate is sharing this data not to impugn the standing or reputation of any entity, person or app, but, instead, to report findings and trends pertaining to the time period studied.

Per the [Media Rating Council \(MRC\)](#), "Invalid Traffic' is defined generally as traffic that does not meet certain ad serving quality or completeness criteria, or otherwise does not represent legitimate ad traffic that should be included in measurement counts. Among the reasons why ad traffic may be deemed invalid is it is a result of non-human traffic (spiders, bots, etc.), or activity designed to produce fraudulent traffic." Certain IVT is also sometimes referred to as "ad fraud." Per the [MRC](#), "Fraud' is not intended to represent fraud as defined in various laws, statutes and ordinances or as conventionally used in U.S. Court or other legal proceedings, but rather a custom definition strictly for advertising measurement purposes.

ABOUT PIXALATE

Pixalate is a global platform for privacy compliance, ad fraud prevention, and data intelligence in the digital ad supply chain. Founded in 2012, Pixalate's platform is trusted by regulators, data researchers, advertisers, publishers, ad tech platforms, and financial analysts across the Connected TV (CTV), mobile app, and website ecosystems. Pixalate is MRC-accredited for the detection and filtration of Sophisticated Invalid Traffic (SIVT).



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