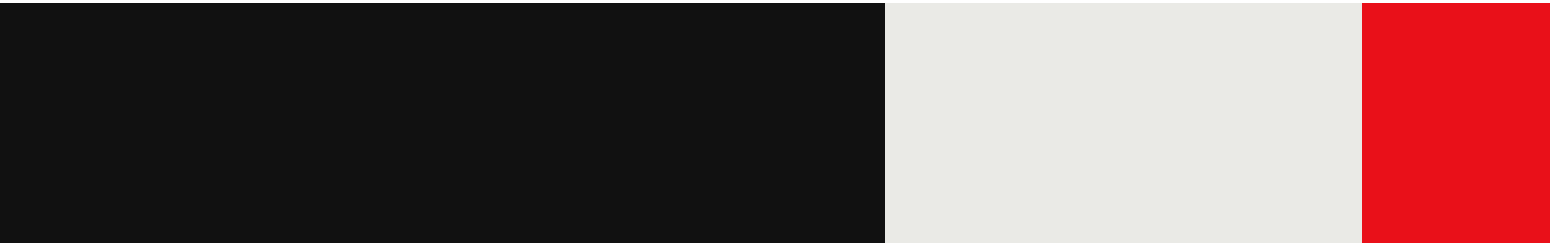



# The Ad Platform: Bringing content signals to video ad impressions

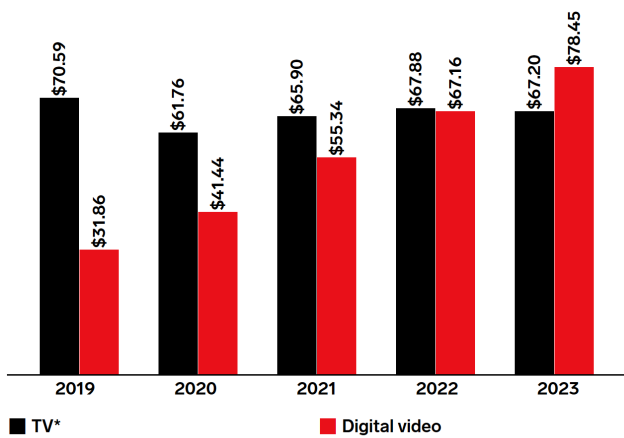
## Audio



Traditionally, linear TV ad buys have used content as a proxy for audience characteristics. Field Garthwaite, co-founder and CEO at video data firm iris.tv, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss bringing content signals to video advertising, where typically targeting has been based only on audience characteristics or the context of a webpage—which may not match with the content of the video itself.

## TV\* and Digital Video Ad Spending in the US, 2019-2023

billions



Note: \*excludes digital  
Source: eMarketer, March 2021

T11372

eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

**Drive business growth with VTEX Commerce Platform.**

We help companies in retail, manufacturing, wholesale, groceries, consumer packaged goods and other verticals to sell more, operate more efficiently, scale seamlessly and deliver remarkable customer experience. [Check out how Motorola, Stanley Black & Decker, L'Oréal and other brands are growing with us.](#)