**The Rise of Interactive Ads as TV, Digital Blend**

The Interactive Advertising Bureau's Eric John says that the increased use of connected TVs and over-the-top viewing are boosting interactive opportunities and that from what he's experienced, interactive ads are sparking an interest from marketers that's only surpassed by six-second ads.

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<https://www.fiercecable.com/video/can-interactive-tv-and-advertising-find-audience>

Image credit:

<http://marketingmag.ca/wp-content/uploads/2012/09/ControllerMock.jpg>