**How OTT is Changing Television and Advertising**

The Video Advertising Bureau projects that 11% of American TV-watching households watch using only over-the-top streaming devices and services, and Nielsen reports that 67% of television-watching US households own connected devices. "OTT is accelerating the use of user-level data in the TV industry, and advertisers have an opportunity to reach this audience with video advertising in creative ways," writes Carl Spaulding.

***MediaPost Communications 8/20/18***

[***https://www.mediapost.com/publications/article/323839/ott-is-more-than-just-an-acronym.html***](https://www.mediapost.com/publications/article/323839/ott-is-more-than-just-an-acronym.html)

***Image credit:***

[***http://i.ebayimg.com/00/s/NTY2WDg0OQ==/z/IrcAAOSw6BtVTKpe/$\_32.JPG?set\_id=880000500F***](http://i.ebayimg.com/00/s/NTY2WDg0OQ%3D%3D/z/IrcAAOSw6BtVTKpe/%24_32.JPG?set_id=880000500F)