**Connected TV Advertising's Big Secret: Two Can Be a Crowd**

Co-viewing is as old as TV itself, and new research says that 80% of CTV is watched by two or more viewers in a household at the same time … which majorly undermines CTV's tightly targeted value proposition.

***Next TV 11/7/22***

[*https://www.nexttv.com/news/connected-tv-advertisings-big-secret-two-can-be-a-crowd-bloom?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_medium=email&utm\_content=08240CFD-B0C5-421E-A21A-F7A608C1939C&utm\_source=SmartBrief*](https://www.nexttv.com/news/connected-tv-advertisings-big-secret-two-can-be-a-crowd-bloom?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_medium=email&utm_content=08240CFD-B0C5-421E-A21A-F7A608C1939C&utm_source=SmartBrief)

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