**Why This Super Bowl Offers A Unique CTV, OTT Opportunity**

More Super Bowl fans than ever will be watching the game on their TVs at home due to the pandemic, which gives marketers a unique opportunity to target and engage viewers with over-the-top and connected TV content that deliver interactivity, VDX.tv's Jim Johnson writes. "The old Super Bowl adage that many people are 'just watching for the commercials' creates the perfect opportunity to provide entertaining interactive digital video content," Johnson writes.

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[*https://www.smartbrief.com/original/2021/02/why-ctvott-may-be-year%E2%80%99s-super-bowl-winner?utm\_source=brief*](https://www.smartbrief.com/original/2021/02/why-ctvott-may-be-year%E2%80%99s-super-bowl-winner?utm_source=brief)

*Image credit:*

[*https://highxtar.com/wp-content/uploads/2020/11/Highxtar-super-bowl-lv-2021-destacada.jpg*](https://highxtar.com/wp-content/uploads/2020/11/Highxtar-super-bowl-lv-2021-destacada.jpg)