The VideoAmp View of the 2023-24 UPFRONTS

Flexibility Across Linear and CTV is Now the Media Must-Have. One thing is abundantly clear: Media buyers demand flexibility to optimize buys across linear TV and CTV with their preferred upfront rates.

Sports Content Scores Bigger Than Ever This Year.

Sports continue to be a pivotal viewing moment. Uncertainty around the return of new scripted shows created an increased demand for live sports, extending beyond traditional linear TV to streaming platforms.

Advanced Audience Based Buying is Accelerating. Data-driven investments experienced double-digit year-over-year growth as advertisers are hyper focused on demonstrating greater returns from their investments.

Currency is Changing for the Better. It's no coincidence that media spend is moving from the way we did things to the way things need to be done, going beyond age / gender to a cross-platform, advanced audience approach.

Advertisers are Embracing Advanced Currencies. The industry has moved beyond testing and is actively leveraging new currencies to guarantee their cross-platform media spend.

Transactions on VideoAmp Currency are up 1360% year-over-year across 1000 advertisers.

This year marked a pivotal shift in our industry.

Lead the change with us.