PEER39

Q4 2025

CTV BENCHMARKS REPORT

How content quality, scale, and program-level transparency shaped CTV performance last quarter

INTRODUCTION

SETTING THE CONTEXT FOR CTV QUALITY AND TRANSPARENCY

Connected TV continues to scale rapidly, giving advertisers access to more inventory, more content types, and more viewing environments than ever before. With that growth comes increased complexity. Understanding not just where ads run, but how quality and performance behave as scale increases, has become essential to effective CTV investment.

The Q4 2025 Peer39 CTV Benchmarks reflect how content quality, suitability, and control perform under real-world conditions. While performance metrics naturally fluctuate quarter over quarter, the data consistently shows that advertisers using Peer39 maintain significantly lower exposure to Fake CTV Content, User-Generated Content, and Sensitive Content compared to the open exchange.

These benchmarks are designed to help buyers move beyond app-level assumptions and toward program-level insight. By examining CTV through a more granular lens, advertisers gain the visibility needed to evaluate quality, optimize delivery, and invest with confidence across increasingly complex CTV environments.

BENCHMARKS

The Benchmarks provide a reference point for evaluating programmatic CTV performance and content suitability. Each benchmark is intended to give advertisers clearer visibility into how CTV quality behaves as campaigns scale and inventory expands.

HOW TO USE THESE BENCHMARKS

These Benchmarks are best used as a directional guide rather than absolute performance targets. They are designed to support mid-campaign optimization, post-buy analysis, and strategic planning by helping advertisers understand where quality risks exist and how greater transparency can mitigate them.

By pairing these Benchmarks with program-level controls and real-time quality signals, advertisers can better align CTV investments with brand standards, performance goals, and long-term trust.

METHODOLOGY

These Benchmarks are based on aggregated bid requests observed by Peer39 and anonymized CTV campaign data from active clients during Q4 2025. Only campaigns with a minimum of 100,000 impressions were included to ensure statistical significance.

Benchmarks

COMPLETION RATES

88.57%

PEER39 TAG USER BENCHMARK

Completion Rate Reflects Seasonal Scale and Inventory Mix

Completion rate remains a core indicator of CTV engagement and naturally fluctuates as inventory scale and content mix expand in Q4. Despite seasonal variation, Peer39 Benchmarks continue to reflect strong engagement across premium CTV environments when evaluated alongside quality and transparency signals.

SENSITIVE CONTENT

6.02%

PEER39 TAG USER BENCHMARK

20.73%

OPEN EXCHANGE BENCHMARK

Sensitive Content Exposure Remains Significantly Lower for Peer39 Clients

Sensitive Content exposure continues to be meaningfully lower for Peer39 clients compared to the open exchange, even as Q4 brings increased news, legal, and kids programming into the CTV ecosystem. Program-level controls enable advertisers to limit unsuitable adjacency and align delivery with brand standards, maintaining consistent suitability despite seasonal changes in content supply.

USER-GENERATED CONTENT

0.01%

PEER39 TAG USER BENCHMARK

4.94%

OPEN EXCHANGE BENCHMARK

User-Generated Content Is Effectively Eliminated

User-Generated Content remains a persistent issue in programmatic CTV, often entering the supply path through misclassified or low-transparency inventory. In Q4 2025, Peer39 Benchmarks show that UGC exposure was nearly eliminated for Peer39 clients, reinforcing the value of program-level visibility in ensuring ads run alongside professionally produced television content.

FAKE CTV CONTENT

2.52%

PEER39 TAG USER BENCHMARK

25.21%

OPEN EXCHANGE BENCHMARK

Fake CTV Content Remains Dramatically Lower Than the Open Exchange

Fake CTV Content persists across the open exchange as non-television environments, such as wallpapers, screensavers, and idle apps, are misrepresented as CTV inventory. In Q4, Peer39 clients maintained significantly lower exposure to Fake CTV Content, reinforcing the value of classification and verification signals in protecting advertisers from low-quality supply at scale.

Device Type Performace

WHERE CTV ENGAGEMENT ACTUALLY HAPPENS

TV Screens Continue to Drive the Majority of CTV Delivery and Engagement
84.85% of total CTV starts occurred on TV screens

TV screens accounted for the overwhelming majority of CTV delivery in Q4 2025, reinforcing their role as the primary environment for premium CTV engagement. Ads served on TV devices delivered strong completion rates, underscoring the impact of large-screen viewing on sustained attention and performance.

Non-TV Devices Represent a Limited Share of Delivery with Mixed Performance
Desktop and tablet devices combined represented under 10% of total starts

Desktop and tablet environments contributed a relatively small portion of overall CTV delivery in Q4 and showed varied completion performance compared to TV screens. While these devices may extend reach in certain cases, their limited scale highlights the importance of understanding how non-TV environments factor into overall campaign outcomes.

Mobile Phone Delivery Shows Lower Completion and Elevated Quality Risk
Mobile phones accounted for 1.15% of starts with a 62.56% completion rate

Mobile phone environments represented a small share of total delivery but showed notably lower completion rates than other device types. Mobile delivery also exhibited higher exposure to Fake CTV Content and overnight completions, emphasizing the need for program-level transparency to ensure ads align with intended CTV viewing environments.

Program-Level Visibility Enables Smarter Device Optimization
Over 322 million total starts analyzed across device types

Analyzing CTV performance by device type gives advertisers clearer insight into how engagement and quality vary across viewing environments. With program-level visibility and device-aware controls, advertisers can prioritize TV-based delivery while reducing exposure to lower-performing or misclassified inventory.

Optimize, Starting With the CTV Quality Score

Advertisers can view the CTV Quality Score directly in the Analytics Dashboard, making it easy to identify delivery issues and apply optimizations across campaigns. The CTV Quality Score is a weighted blend across Completion Rate, Valid Channels, Divisive News, User Generated /Unprofessional, Fake Content, and Prime Time Starts.

How the Score helps buyers:

Improve Channel Coverage
Apply the *Verified Valid Channel* pre-bid category to increase known channel delivery.

Avoid Fake Content
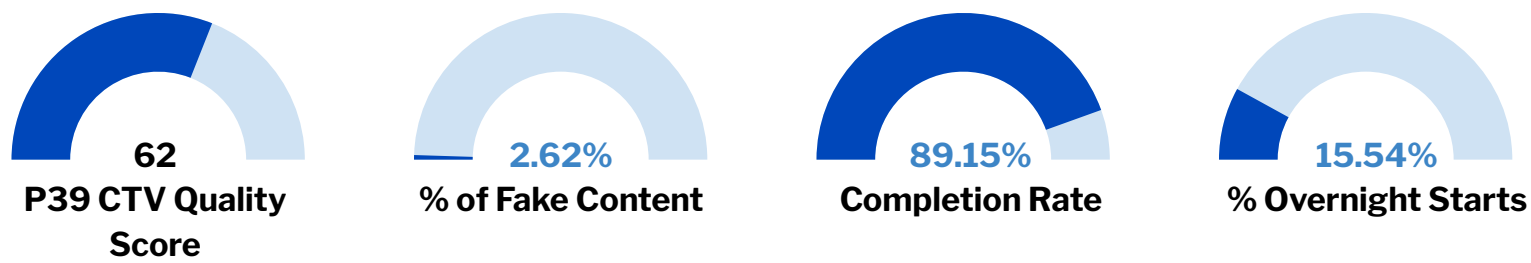Exclude MFA and other low-quality inventory with the *Safe from Fake Content* pre-bid category.

Control UGC Exposure
Use the *Production Type > User Generated Contributed* pre-bid category to avoid user-uploaded content.

Manage Sensitive Content
Exclude News, Kids, or Legal programming with *Safe From* pre-bid categories when brand standards require.

These controls help buyers translate insights into immediate improvements, strengthening campaign transparency, suitability, and performance.

62	2.62%	89.15%	15.54%
P39 CTV Quality Score	**% of Fake Content**	**Completion Rate**	**% Overnight Starts**

CONCLUSION

BUILDING TRUST AND TRANSPARENCY ACROSS CTV

The Q4 2025 CTV Benchmarks show how quality holds up as scale increases. As inventory expanded and delivery environments diversified, Peer39 clients maintained strong control across key quality indicators, including Fake CTV Content, User-Generated Content, and Sensitive Content exposure. While engagement metrics naturally fluctuate quarter over quarter, transparency and visibility remained the defining factors behind consistent, trusted CTV delivery.

These Benchmarks reinforce a critical shift in how CTV performance should be evaluated. Completion rate alone does not tell the full story. Understanding the context in which ads run, the type of content they appear alongside, and the devices delivering impressions is essential to making informed optimization decisions.

Program-level insight enables advertisers to move beyond assumptions and take a more deliberate approach to CTV investment. With visibility into quality signals and the ability to act on them in real time, buyers can protect brand integrity, reduce waste, and scale campaigns with confidence.

Turning Insight Into Action

Peer39's program-level controls and CTV Quality Score help advertisers translate Benchmarks into measurable improvements. By identifying risk early, prioritizing premium delivery environments, and applying pre-bid controls, advertisers can align performance goals with brand standards across evolving CTV inventory. The result is not just stronger performance, but a cleaner ecosystem built on transparency, accountability, and trust.

See how your campaigns stack up.

Activate a Peer39 tag across campaigns to unlock real-time CTV Quality Scores and start optimizing today.

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