

# Peer39: Transparency Report for CTV SAMPLE Connected TV (CTV) tool suite

a full suite of contextual targeting, suitability, and reporting tools to ensure the highest levels of visibility and accuracy



Channel	Show	Content Categories	OTT Service	Production Type	Ad Start Impressions	Ad Complete Impressions	Ad Complete Rate
A&E Network	Storage Wars	Entertainment,Entertainment>Reality,Entertainment>Series,Documentary	Sling	Professional	32345	17574	54.33%
A&E Network	The First 48	Entertainment,Entertainment>Reality,Entertainment>Series,Documentary	Sling	Professional	44879	14611	32.56%
A&E Network	Den of Thieves (2018)	Entertainment,Entertainment>Reality,Entertainment>Series,Documentary	Sling	Professional	57413	8233	14.34%
A&E Network	The First 48: Rookie Year	Entertainment,Entertainment>Reality,Entertainment>Series,Documentary	Sling	Professional	69947	31088	44.44%
A&E Network	Escape Plan (2013)	Entertainment,Entertainment>Reality,Entertainment>Series,Documentary	PlutoTV	Professional	12544	9611	76.62%
A&E Network	Olympus Has Fallen (2013)	Entertainment,Entertainment>Reality,Entertainment>Series,Documentary	Sling	Professional	12543	4291	34.21%
A&E Network	The First 48	Entertainment,Entertainment>Reality,Entertainment>Series,Documentary	PlutoTV	Professional	13415	7453	55.56%
A&E Network	Olympus Has Fallen (2013)	Entertainment,Entertainment>Reality,Entertainment>Series,Documentary	Sling	Professional	22416	7248	32.34%
A&E Network	The First 48	Entertainment,Entertainment>Reality,Entertainment>Series,Documentary	Sling	Professional	87624	68426	78.09%
AMC	The Polar Express (2004)	Entertainment>Movies,Entertainment,Entertainment>Series	PlutoTV	Professional	12548	5731	45.67%
AMC	The Family Man (2000)	Entertainment>Movies,Entertainment,Entertainment>Series	Sling	Professional	12535	6395	51.02%
BET	Martin	Entertainment	Sling	Professional	12537	8501	67.81%
Bravo	Die Hard (1988)	Entertainment,Lifestyle	Sling	Professional	12540	6284	50.11%
Bravo	Below Deck	Entertainment,Lifestyle	Sling	Professional	25074	22343	89.11%
Bravo	Project Runway	Entertainment,Lifestyle	Sling	Professional	37608	24690	65.65%
BUZZR	Match Game	Entertainment,Entertainment>Game Shows	Sling	Professional	12535	6894	55.00%
CNBC	Closing Bell	Business&Finance,News,Entertainment>Reality,Documentary	Sling	Professional	65782	22712	34.53%
CNBC	Fast Money Halftime Report	Business&Finance,News,Entertainment>Reality,Documentary	Sling	Professional	247191	244005	98.71%
CNN	At This Hour With Kate Bolduan	News,Entertainment,Entertainment>Series	Sling	Professional	87624	30591	34.91%
CNN	CNN Newsroom With Alisyn Camerota and Victor Bl	News,Entertainment,Entertainment>Series	Sling	Professional	100158	45806	45.73%
CNN	Don Lemon Tonight	News,Entertainment,Entertainment>Series	Sling	Professional	112692	75526	67.02%
CNN	At This Hour With Kate Bolduan	News,Entertainment,Entertainment>Series	Sling	Professional	125226	61590	49.18%
Cooking Channel	Man v. Food	Food&Beverage	Sling	Professional	12556	10939	87.12%
Food Network	Food Paradise	Food&Beverage	Sling	Professional	34124	22904	67.12%
Food Network	Beat Bobby Flay	Food&Beverage	Sling	Professional	46658	35983	77.12%
Food Network	Diners, Drive-Ins and Dives	Food&Beverage	Sling	Professional	59192	51817	87.54%
Food Network	Beat Bobby Flay Playing Now!	Food&Beverage	Sling	Professional	71726	10852	15.13%
Oxygen	NCIS	Legal	Sling	Professional	12535	12299	98.12%
Oxygen	Buried in the Backyard	Legal	Sling	Professional	25069	5803	23.15%
So Yummy	Best Cake Wins	Food&Beverage,Entertainment	Sling	Professional	12534	8924	71.20%
SYFY Wire	Wild Wild West (1999)	Sci-Fi	Sling	Professional	12548	3919	31.23%
TBS	Black Panther (2018)	Entertainment>Movies,Entertainment,Entertainment>Series,Sports	Sling	Professional	12554	9968	79.40%
TBS	The Last O.G.	Entertainment>Movies,Entertainment,Entertainment>Series,Sports	Sling	Professional	25088	3139	12.51%
TBS	The Big Bang Theory	Entertainment>Movies,Entertainment,Entertainment>Series,Sports	Sling	Professional	12536	4024	32.10%
TBS	Friends	Entertainment>Movies,Entertainment,Entertainment>Series,Sports	Sling	Professional	25070	16925	67.51%
TBS	The Last O.G.	Entertainment>Movies,Entertainment,Entertainment>Series,Sports	Sling	Professional	37604	33885	90.11%
TBS	I Am Legend (2007)	Entertainment>Movies,Entertainment,Entertainment>Series,Sports	Sling	Professional	12537	2910	23.21%
TBS	Friends	Entertainment>Movies,Entertainment,Entertainment>Series,Sports	Sling	Professional	12537	6445	51.41%

Use data and insights to optimize CTV buys with pre-bid controls from Peer39, while gaining a deeper understanding of where audiences are spending time and consuming content.

## transparency reporting : attributes : CTV

- Ad complete impressions
  - Ad completion rate by channel
  - Ad start impressions
  - Age/gender of audience
  - Channel
  - Content categories
  - Number of ads per channel
  - Number of ads per show
  - OTT Service
  - Production type
- ★ **SHOW**