

Sovrn User Insights: CTV Feed

The Sovrn User Insights CTV Feed delivers event-level intelligence from the fastest-growing segment of digital advertising Connected TV. Sourced directly from Sovrn's global advertising exchange, the feed captures real-time bidstream signals including device-level identifiers, household IP signals, and rich content metadata. Cookieless by design and built for scale, the feed provides visibility into audiences, content consumption, and engagement patterns across the open internet in environments where traditional web data and panel-based sources fall short.

The CTV Feed is complementary to Sovrn's core User Insights Display & Web feed, and when joined offers a comprehensive, cross-environment view of identity, content, and activity across the open internet.

Drive More Insights and Value

Identity Resolution at Scale

Extend cross-device and household identity graphs with CTV IDs, IP signals, and hashed emails where available. CTV's strong IP-based household signal enables linking of individual device identifiers to household-level profiles in cookieless environments.

Contextual Audience Construction

Leverage rich content metadata including channel, content series, episode, category data and more to build performant audience segments.

Cross-Environment Measurement

Power reach and frequency measurement, audience deduplication, and incremental reach analysis across web, app, and CTV with event-level data tied to device identifiers by receiving incremental User Insight feeds from Sovrn.

Durable, Cookieless Signal

CTV environments are structurally cookieless and consent-aware. As web signals continue to erode, buyers can build infrastructure and models against a durable and expanding dataset.

Data Feed Includes

The Sovrn User Insights CTV Feed provides identity, audience, and measurement partners bidstream-grade signal at the scale of the open internet as only Sovrn's exchange can deliver.

- + **CTV Volume:** 2+ billion daily events across 650M distinct devices per day
- + **Coverage at Launch:** U.S. traffic, filtered with GPP and applicable state privacy frameworks
- + **Data Schema:** [Sovrn CTV Data Delivery Spec](#)
- + **Data Sample:** [Sovrn CTV Data Sample](#)