



Media Buyer's Bill of Rights

Media Buyers have the Right to Ask the Following Questions to OTT/CTV Vendors

RELATIONSHIP TO THE DSP PLATFORM:

- Does the vendor own and operate the platform or are they reselling someone else's platform?
- Do they own their own Tech Stack or are they a DSP build on top of other DSPs?
- If they do not own the Platform, who's DSP are they reselling?

PRICING / UNDERSTANDING WHAT PRODUCTS ARE BLENDED INTO YOUR OTT/CTV BUY:

- Is the content true FEP (full episode players, full-length shows & movies) or is video pre-roll (short-form content) blended in?
- If there is a product blend, can you see the exact breakout? Is it reflected in the pricing?
- Short Form Pre-Roll: Are they mixing in small Player size? Is it reflected in the pricing?
- How competitive are my CPMs?
- Is there a minimum spend requirement?

TRANSPARENCY AND IMPRESSION REPORTING:

- Is the reporting in real-time or do I have to wait until reports are created by vendor?
- Do you provide Reach and Frequency metrics throughout campaign?
- Do I get impression-level reporting for auditing purposes?
- Do I have complete impression level transparency on my placements and what streaming apps I am running on?
- Do I have impression level detail at a zip code level?

DATA PARTNER ACCESS

- Who are your data partners and how do you help pick the data segments for a campaign?
- Can you use Client's First Party data and what do you charge to create First party data segments?

PLANNING, IMPLEMENTING, AND INVOICING SUPPORT:

- Do I have a direct working relationship with my campaign manager and are they responsive?
- How can I make mid-campaign changes and how fast is the turnaround?

CONTACT THE LEADER IN OTT/CTV: team@overthetop.marketing