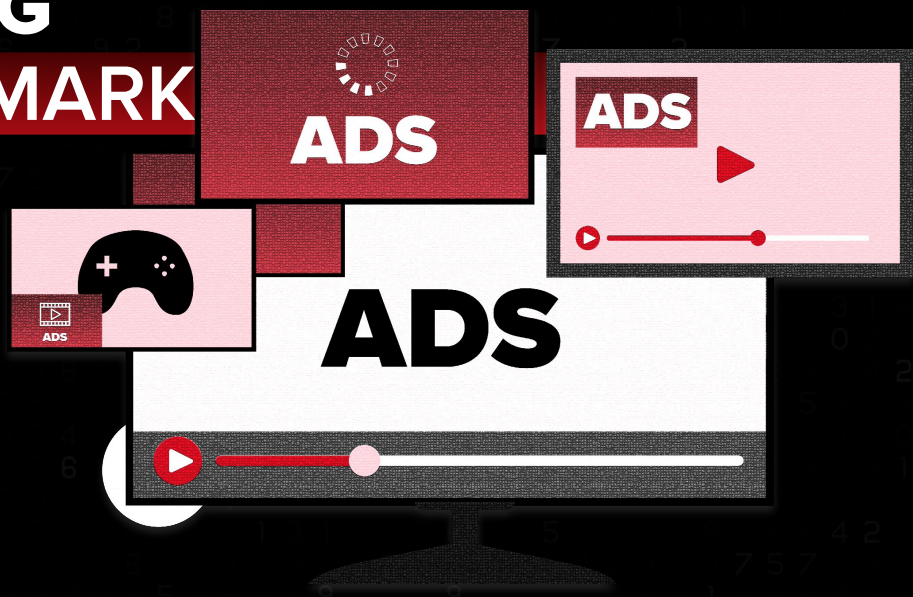


MADE-FOR-ADVERTISING CONNECTED TV BENCHMARK REPORT GLOBAL

Q2 2025

An analysis of global open programmatic advertising traffic on
MFA connected TV (CTV) apps.



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COMPARE → [Websites](#), [Mobile Apps](#)



ABOUT THIS REPORT:

This report highlights quarterly trends and benchmarks on made-for-advertising (MFA) CTV apps in Q2 2025. Pixalate's data science team analyzed programmatic advertising activity across 4.4+ billion global open programmatic advertising impressions in Q2 2025 (June) to compile this research. Pixalate's datasets — which are used exclusively to derive these insights — consist predominantly of buy-side open auction programmatic traffic sources.

KEY STATS: GLOBAL MFA CTV BENCHMARKS

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

\$25M

in estimated open programmatic ad spend went to CTV apps flagged as MFA in Q2 2025.



0.6%

Global open programmatic ad spend on CTV apps flagged as MFA traffic rose to 0.6% in June 2025.



99%

of global ad spend on CTV apps flagged as MFA went to developers with private or blank domains, in Q2 2025.



45%

of global ad spend on CTV apps went to apps in the “Movies & TV” category, according to Pixalate’s data.



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Would you like access to more data about MFA websites, mobile apps or CTV??

Schedule a demo:

pixal.at/demo





MFA CTV APPS

TRAFFIC ANALYSIS





\$25M

Averaged across Q2 2025, **0.4% of global open programmatic web ad spend**—approximately \$25 million—went to CTV apps flagged as MFA, according to Pixalate's data.

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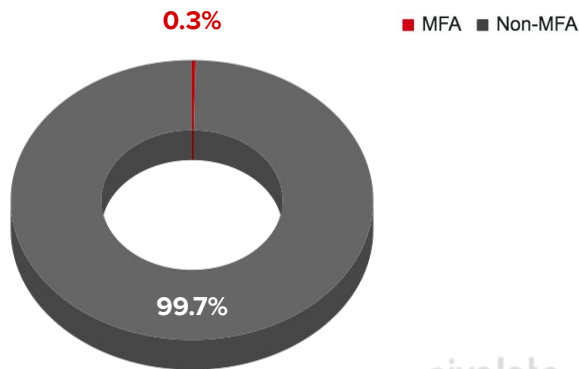


0.3% of CTV apps with open programmatic advertising traffic are flagged as MFA

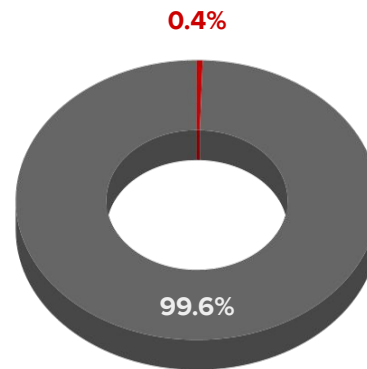
Q2 2025; based on global open programmatic traffic, as measured by Pixalate



MFA rates in CTV apps Traffic Analysis; Q2 2025



CTV unique apps w/ Open
Programmatic Advertising



CTV Open Programmatic Ad
Spend

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0.6%

Global open programmatic ad spend on CTV apps flagged as MFA traffic rose to 0.6% in June 2025, twice as much as in March 2025 (0.3%), according to Pixalate's data.

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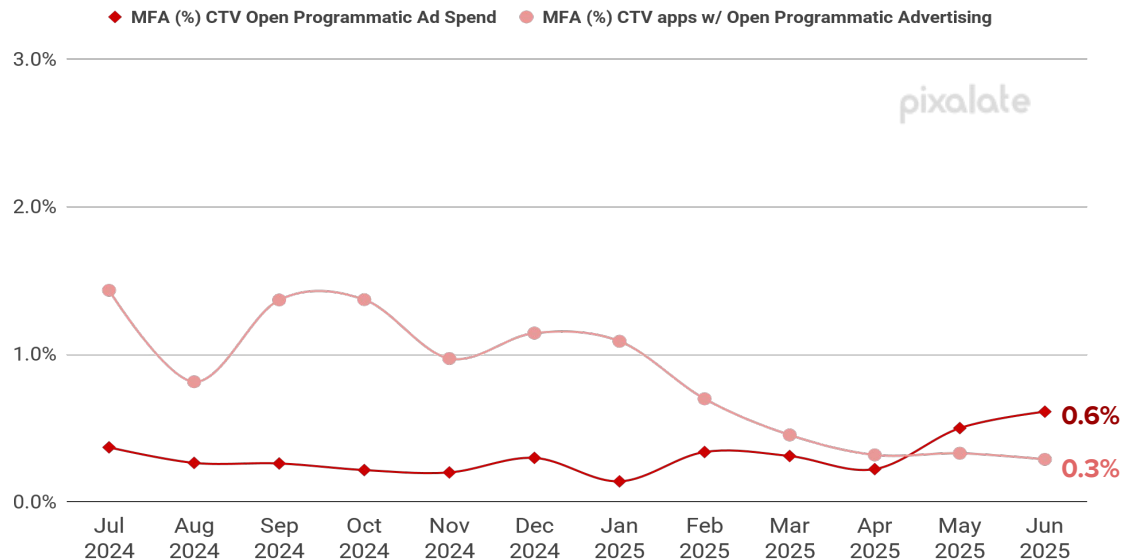


As of June 2025, **0.3%** of CTV apps with open programmatic ads were flagged as MFA

Q3 2024 - Q2 2025; based on global open programmatic traffic, as measured by Pixalate



Global MFA rates Traffic Analysis; Q2 2025



COMPARE → [Websites](#), [Mobile Apps](#)

**Source: includes apps flagged by Pixalate as both "medium" and "high" MFA risk. See Methodology (p.17) for details on what "flagged as MFA" entails, as measured by Pixalate; Q2 2025 (June)*



MFA CTV APPS APP STORE ANALYSIS



4.4 yrs

is the average age of CTV apps flagged as MFA, compared to 7.1 years for non-MFA apps, as of June 2025, according to Pixalate's data.

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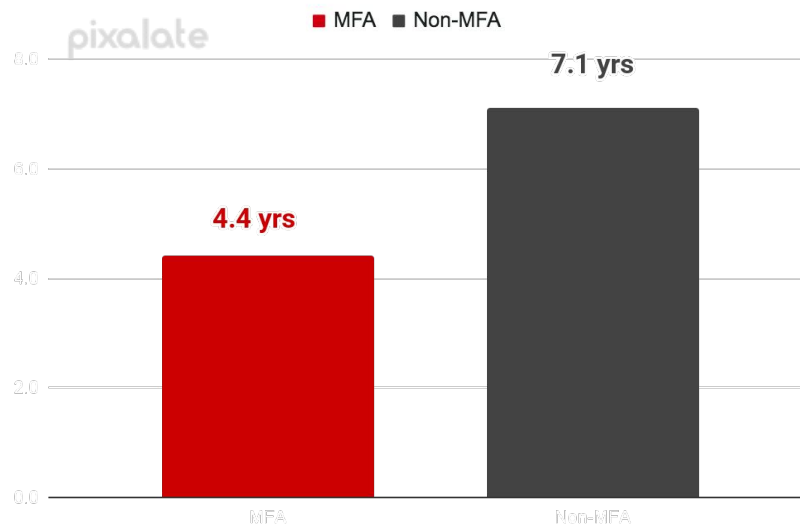


As of Q2 2025, **non-MFA CTV apps are 2.7 years older** than apps flagged as MFA

Q2 2025; based on global open programmatic traffic, as measured by Pivalate



Average CTV app age: MFA vs Non-MFA App store Analysis; Q2 2025



**Source: includes apps flagged by Pivalate as both "medium" and "high" MFA risk. See Methodology (p.17) for details on what "flagged as MFA" entails, as measured by Pivalate; Q2 2025 (June)*



99%

of estimated global open programmatic ad spend
on CTV apps flagged as MFA went to developers
with private or blank domains, in Q2 2025 (June),
according to Pixalate's data.

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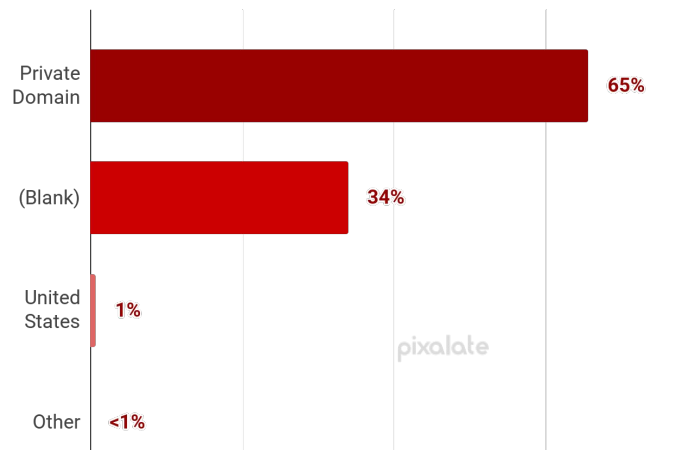
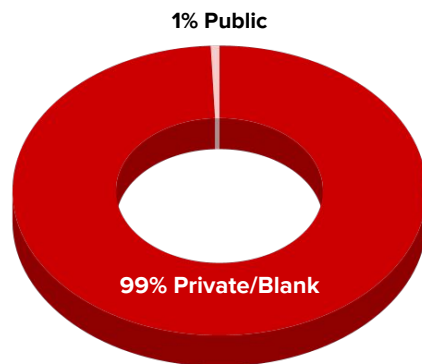


99% of CTV MFA ad spend went to apps with private or blank domains in Q2 2025

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pivalate



Public and Private Domains: MFA CTV Apps Q2 2025 (June)



% of Ad Spend on Likely MFA CTV Apps

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*Source: Q2 2025 (June); as measured by Pivalate



45%

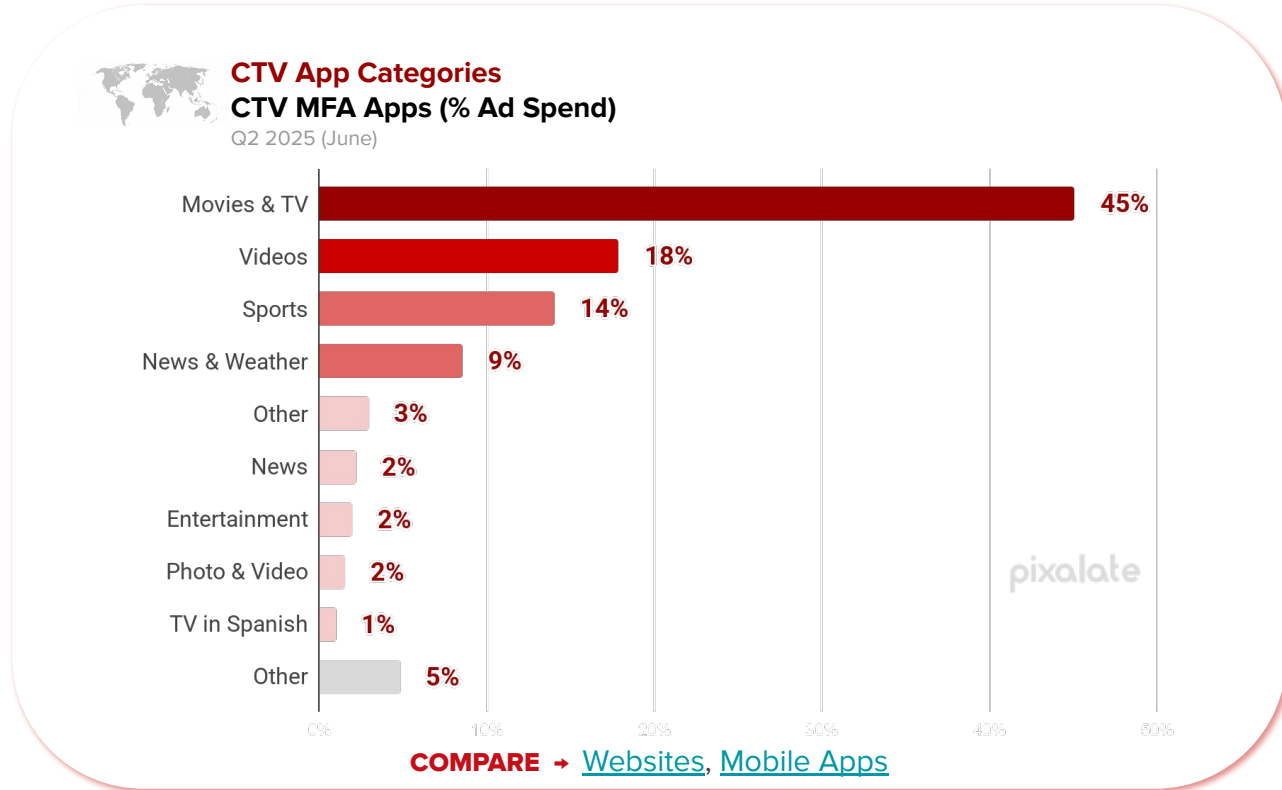
of estimated global open programmatic ad spend on CTV apps flagged as likely MFA went to apps in the **“Movies & TV”** category, according to Pixalate.

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45% of CTV MFA global ad spend went to apps in the “Movies & TV” category in Q2 2025, while 18% went to apps in the “Videos” category

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate



**Source: includes apps flagged by Pixalate as both “medium” and “high” MFA risk. See Methodology (p.17) for details on what “flagged as MFA” entails, as measured by Pixalate; Q2 2025 (June)*



ADDITIONAL INSIGHTS



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Analyzing global open programmatic advertising traffic on MFA mobile apps across the Google Play Store and Apple App Store.

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METHODOLOGY & DISCLAIMER



METHODOLOGY

HOW DOES PIXALATE FLAG CTV APPS AS MADE FOR ADVERTISING (MFA)?

Pixalate bases its MFA designations on actual observed traffic from its global data pool. There are a number of characteristics that Pixalate checks for CTV app detection as likely MFA:

- **Ad Refresh Rate:** Number of ad impressions observed per device, per user, per hour
- **Age:** Age of the app on the App Store
- **Popularity Score:** Pixalate's popularity score for the app
- **Reviews:** Number of user reviews

Pixalate analyzes these traffic signals and flags apps as likely MFA when any of the factors are extreme outliers, calculated by analyzing quantiles for all ad impressions per app. Pixalate further classifies MFA apps as “medium” or “high” risk depending on the severity and quantity of the measured MFA signals. Pixalate flags apps as likely MFA on a per-month basis, meaning changes in advertising patterns may cause Pixalate's MFA classification of certain apps to fluctuate month over month. Pixalate continuously improves its methodologies and adapts them to emerging insights to ensure relevance and effectiveness. This ongoing process enhances the quality and impact of Pixalate's work. For more information, visit [Pixalate's MFA knowledge base](#).

METHODOLOGY

Pixalate's data science team analyzed programmatic advertising activity across 4.5k+ Connected TV ("CTV") apps and 4.4+ billion global open programmatic ad transactions in Q2 2025 (June) to compile this research.

In the context of this report, open programmatic ad transactions, as measured by Pixalate, are proxied for advertising share of voice (SOV, %).

Pixalate's datasets — which are used exclusively to derive these insights — consist predominantly of buy-side open auction programmatic traffic sources.

Global Ad Spend Estimates (in USD)

Pixalate global open programmatic CTV ad spend figures were calculated by integrating externally sourced data with Pixalate's internally tracked metrics. In the context of this report, third-party data is used to estimate the annual dollar value for the previous year (2023). Pixalate's derived quarterly share is then applied to determine the dollar value for Q4 2023, and proprietary estimates are utilized to determine QoQ time series in 2024.

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ABOUT PIXALATE

Pixalate is a global platform for privacy compliance, ad fraud prevention, and data intelligence in the digital ad supply chain. Founded in 2012, Pixalate's platform is trusted by regulators, data researchers, advertisers, publishers, ad tech platforms, and financial analysts across the Connected TV (CTV), mobile app, and website ecosystems. Pixalate is MRC-accredited for the detection and filtration of Sophisticated Invalid Traffic (SIVT).



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