

CTV DEVICE GLOBAL MARKET SHARE REPORT

FEB. 2023

Market analysis of top CTV devices with open programmatic advertising traffic across major regions.
(North America, LATAM, and APAC)

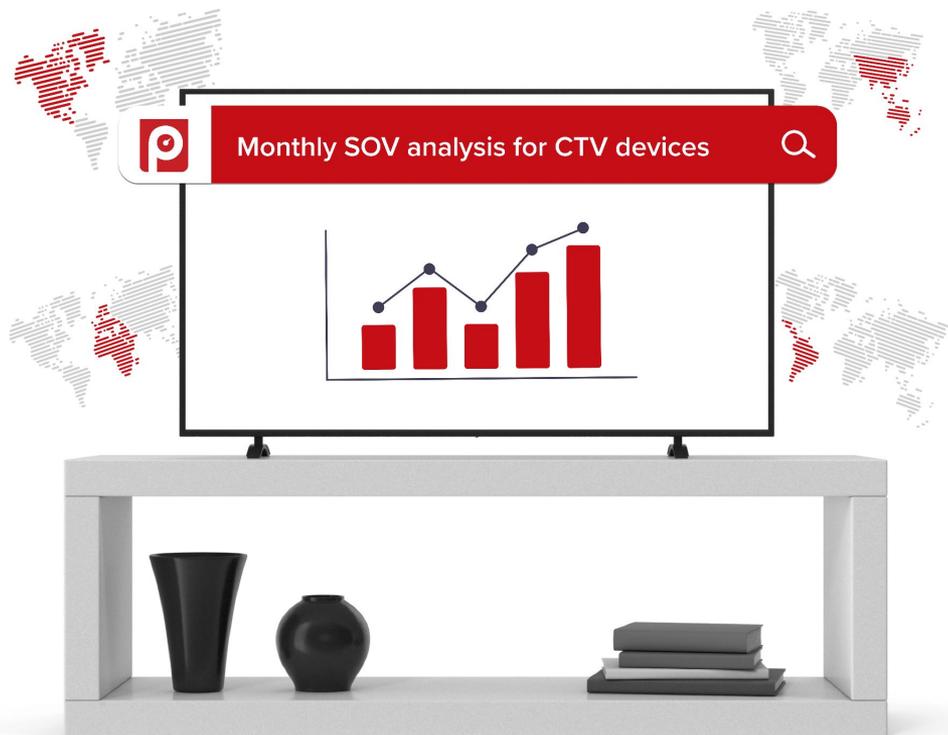


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SCOPE OF THIS RESEARCH

Pixalate’s data science team monitors over 70,000 programmatic-supported CTV apps, over 300 million CTV devices, and billions of CTV programmatic advertising impressions to compile this research.

The research contained herein represents monthly data collected by Pixalate from February 1, 2022 through February 28, 2023.



FEBRUARY 2023 CTV DEVICE MARKET SHARE REPORT BY REGION



- Roku dominates **North America** with 50% market share, outperforming Samsung and Amazon (combined 34%).
- Amazon gains 86% YoY, Samsung increases 10% YoY
- Apple's share hits 12-month low at 5%



- Roku leads **LATAM** with 44% SOV, increasing 303% YoY and 31% QoQ
- Scishion and MXQ experience declines reaching 12-months low at 2% and 1%, respectively
- LG surges from 1% to 21% YoY



- Top spot for **APAC** won by Samsung with 21% SOV, increasing 5% YoY and 18% QoQ
- Roku (9% increase QoQ) outperforms Apple to secure 3rd position



SOV TRENDS BY DEVICE TYPE

Region: NORTH AMERICA





50%

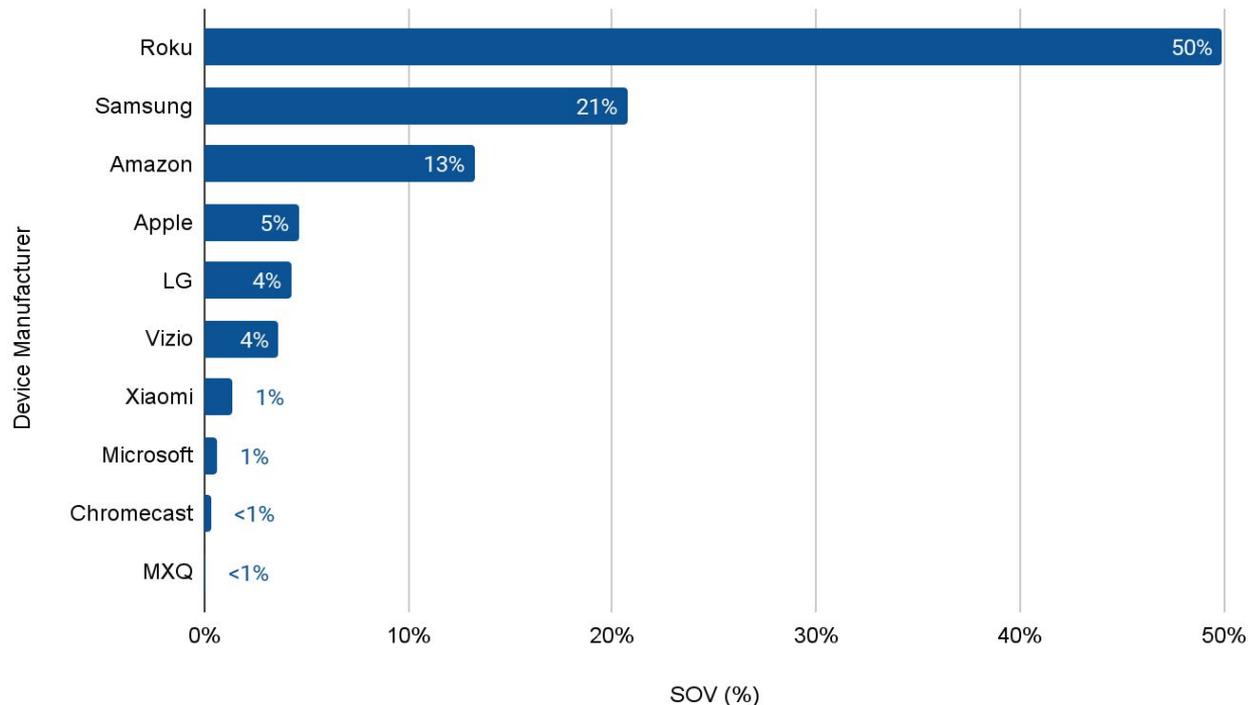
Roku leads North America with 50% market share in February, according to Pixelate's data.

Samsung and Amazon have lower share combined (at 21% & 13%) than Roku

What this stat means: 50% of all open programmatic CTV ads, as measured by Pixelate, were delivered to Roku devices.

ROKU DOMINATES NA WITH 50% MARKET SHARE

Share of voice of open programmatic ads sold by device type; North America; February 2023; as measured by Pixelate





-25%

Apple's Market Share drops from 13% in August (highest share in the last year) to 5% in February 2023, as per data from Pivalate.

AMAZON JUMPS 86% YoY, SAMSUNG INCREASES 10% YoY

Share of voice of open programmatic ads sold by device type; North America; Monthly Data since 2022; as measured by Pivalate

Platform Name	MoM*	YoY**	QoQ***
Roku	7%	-4%	-4%
Samsung	4%	10%	15%
Amazon	40%	86%	40%
Apple	-34%	-25%	-35%
LG	-39%	-5%	7%
Vizio	-22%	-27%	-7%
Microsoft	-65%	-77%	-16%
Chromecast	-41%	-79%	-10%
Xiaomi	24%	501%	8%
MXQ	-93%	-92%	-57%

*MoM shows the change in SOV % from January to February, 2023

**YoY shows the change in SOV % from February, 2022 to February, 2023

***QoQ shows the change in SOV % from average over last 3 months and the average in the previous 3 months



SOV TRENDS BY DEVICE TYPE

Region: LATAM





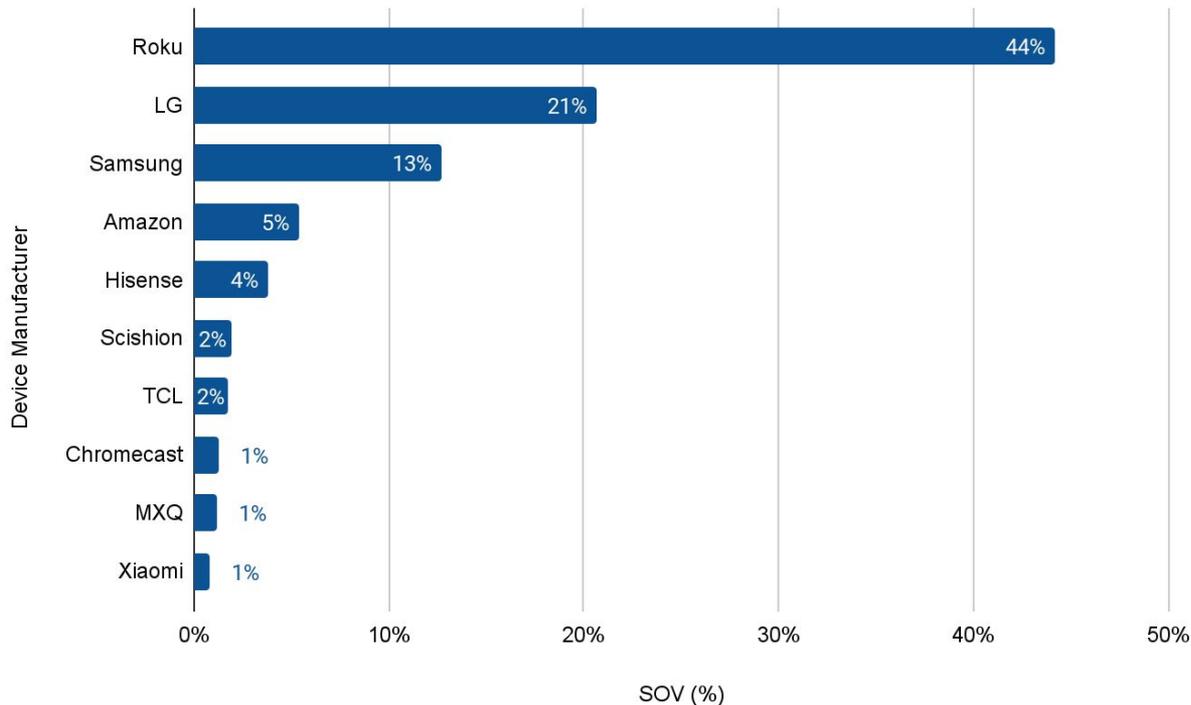
2%

Scishion lost lead in the LATAM market, going from 30% SOV in August 2022 (highest value in the last 12 months) to 2% in February, 2023, according to Picalate's data.

MXQ Market share declines to less than 1% in February 2023, from 25% a year ago, marking a 12-Month low

ROKU OVERCOMES SCISHION AND MXQ IN LATAM WITH 44% SOV

Share of voice of open programmatic ads sold by device type; LATAM; February 2023; as measured by Picalate





Roku's Remarkable Rise

in LATAM: Market share soars from 11% to 44% in just twelve months, while Mxq and Scishion lose 95% and 89% YoY respectively, according to Pixelate's data.

21%

LG's impressive surge in LATAM: Market share from >1% to 21% between February 2022 and February 2023

ROKU'S REMARKABLE RISE: 303% YoY AND 31% QoQ CHANGE

Share of voice of open programmatic ads sold by device type; LATAM; Monthly Data since 2022; as measured by Pixelate

Platform Name	MoM*	YoY**	QoQ***
Roku	34%	303%	31%
LG	6%	3706%	65%
Samsung	-36%	76%	30%
Amazon	56%	346%	23%
Hisense	-15%	1160%	56%
Scishion	-79%	-89%	-57%
TCL	25%	39%	26%
Chromecast	-35%	11%	-33%
MXQ	-38%	-95%	-56%
Xiaomi	7%	10%	-13%

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SOV TRENDS BY DEVICE TYPE

REGION: APAC





21%

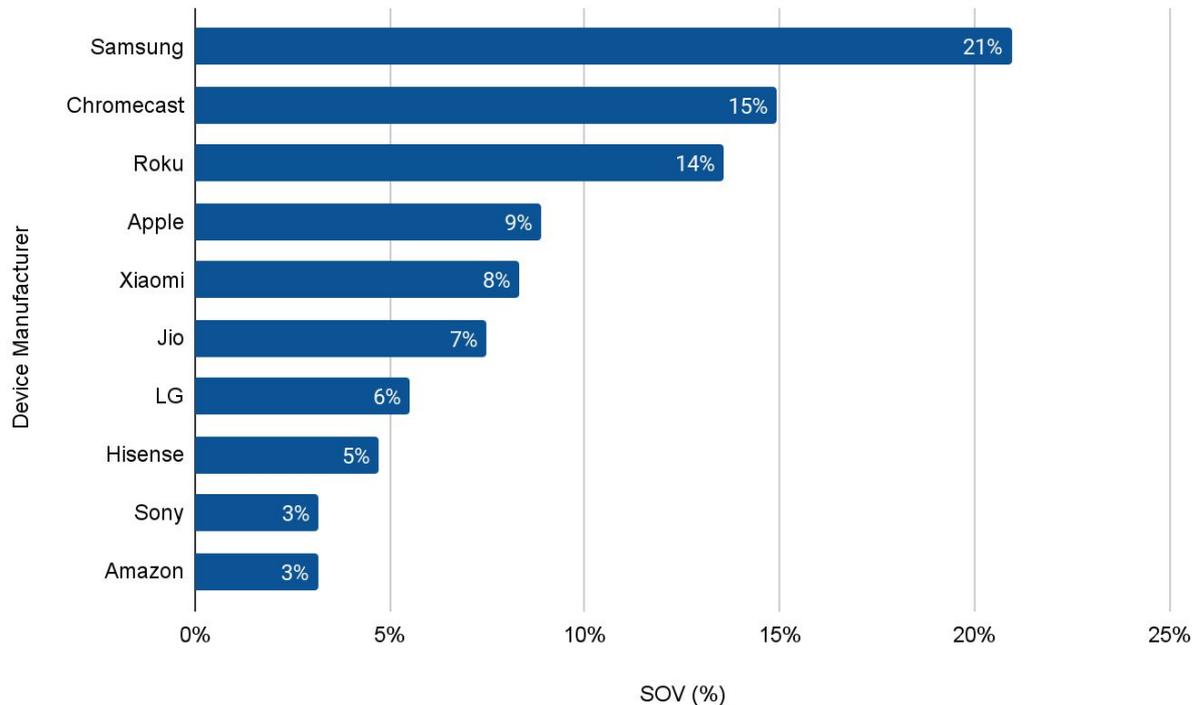
Dynamic Shifts in APAC Market

Samsung becomes the leader in APAC after a race against Chromecast, according to Pivalate's data.

Roku beat Apple for 3rd position in the APAC market

CHROMECAST APAC MARKET LEADERSHIP SLIPS AWAY IN 2023

Share of voice of open programmatic ads sold by device type; APAC; February 2023; as measured by Pivalate





5%

Samsung overtakes Chromecast (5% and -32% YoY respectively), according to Pixalate's data.

8%

Roku surpasses Apple (8% and -46% YoY respectively), according to Pixalate's data.

SAMSUNG GROWS 18% QoQ, ROKU INCREASES 9% QoQ

Share of voice of open programmatic ads sold by device type; APAC; Monthly Data since 2022; as measured by Pixalate

Platform Name	MoM*	YoY**	QoQ***
Samsung	16%	5%	18%
Chromecast	-14%	-32%	-34%
Roku	7%	8%	9%
Apple	9%	-46%	-29%
Xiaomi	4%	352%	79%
Jio	4%	1163%	91%
LG	-1%	0%	24%
Hisense	16%	37%	55%
Sony	-8%	-35%	-28%
Amazon	-4%	36%	42%

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**YoY shows the change in SOV % from February, 2022 to February, 2023

***QoQ shows the change in SOV % from average over last 3 months and the average in the previous 3 months



METHODOLOGY, DISCLAIMER & GLOSSARY

METHODOLOGY

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In the context of this report, programmatic ad transactions, as measured by Pixalate, are proxied for ad spend. The report examines global programmatic advertising activity.

Ad market share / share of voice (SOV):

Based on the proportion of sold programmatic ads that go to a certain device, operating system, category, etc. For example, if Device X received 20 of 100 total ads one quarter, its market share would be 20%. If Device X then received 36 of 120 total ads the next quarter, its market share would have increased by 50% (from 20% to 30%).

DISCLAIMER

The content of this report reflects Pixalate's opinions with respect to the factors that Pixalate believes can be useful to the digital media industry. Any data shared is grounded in Pixalate's proprietary technology and analytics, which Pixalate is continuously evaluating and updating. Any references to outside sources should not be construed as endorsements. Pixalate's opinions are just that, opinions, which means that they are neither facts nor guarantees.

Pixalate is sharing this data not to impugn the standing or reputation of any entity, person or app, but, instead, to report findings and trends pertaining to programmatic advertising activity across Mobile apps in the time period studied. Pixalate does not independently verify third-party information.

ABOUT PIXALATE

Pixalate is the market-leading fraud protection, privacy, and compliance analytics platform for Connected TV (CTV) and Mobile Advertising. We work 24/7 to guard your reputation and grow your media value. Pixalate offers the only system of coordinated solutions across display, app, video, and OTT/CTV for better detection and elimination of ad fraud. Pixalate is an MRC-accredited service for the detection and filtration of sophisticated invalid traffic (SIVT) across desktop and mobile web, mobile in-app, and OTT/CTV advertising. www.pixalate.com



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