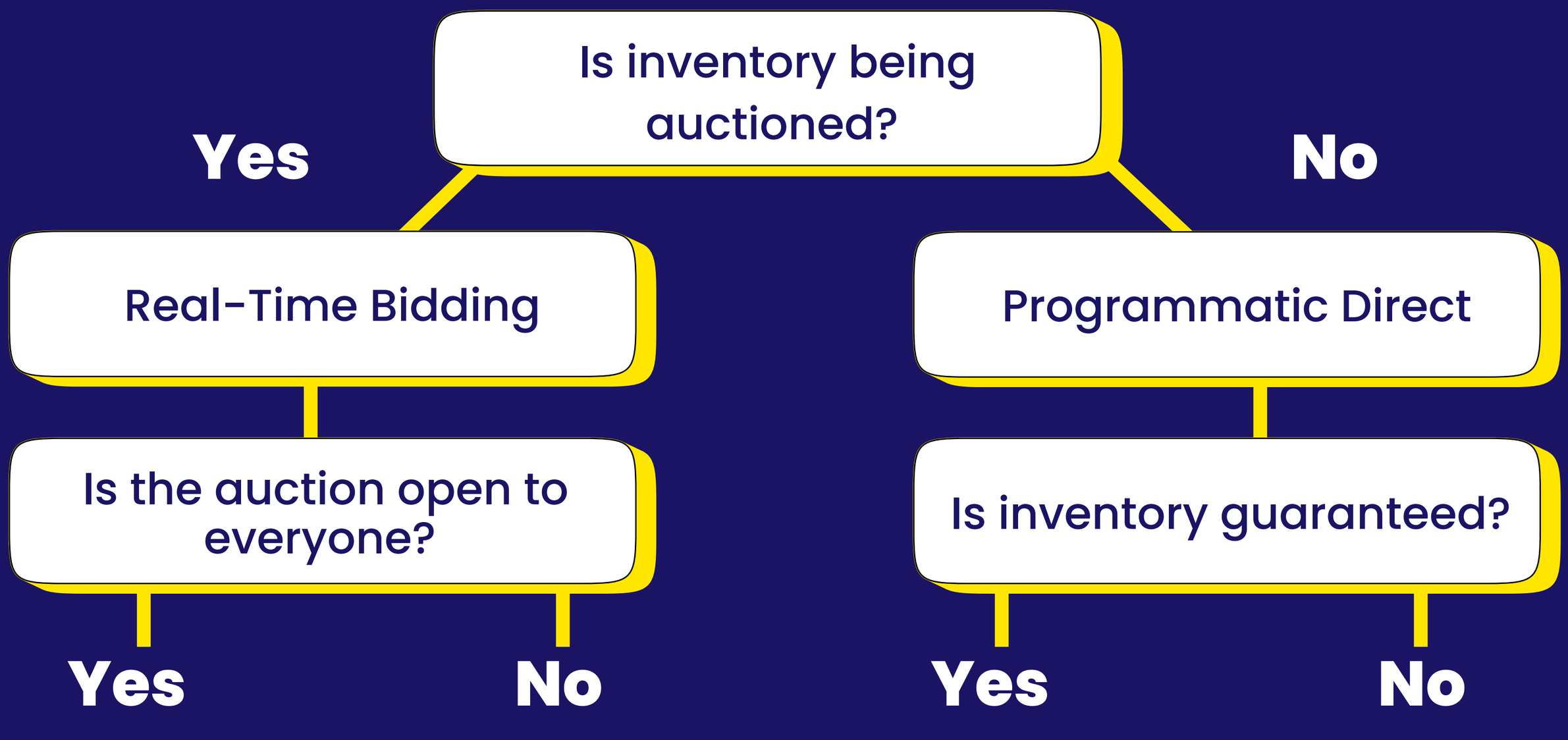
Buying Programmatic TV:
The Decision Tree

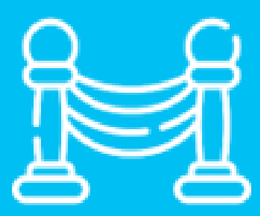
TV can be bought programmatically in four main ways. Choosing the right path starts with a few key questions.





Open Marketplaces

Ad impressions are bought and sold in real time through an open auction



Private Exchange

Auction that offers real‑time-bidding in a closed, invitation only auction



Programmatic Guaranteed

Advertisers and publishers agree in advance on a fixed price and set number of impressions



Preferred Deal

Priority access to inventory at a fixed price before it becomes available in the open or private marketplace

72% of marketers plan to increase programmatic investment in 2025

Source: *Proximic by Comscore, State of Programmatic, 2025.*

Want more on programmatic?
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