

## Learn How to Advertise on TV Streaming with Roku Ads Ready

In 2022, TV streaming surpassed linear TV in weekly reach among adults ages 18-49.<sup>1</sup> We're in the streaming decade, and brands have recognized the scale and performance of TV streaming advertising. With TV streaming, marketers have new ways to engage and reach hard-to-reach audiences that no longer watch traditional linear TV.

To help advertisers uplevel their careers for a future when all TV and TV ads will be streamed, we're excited to introduce [Roku Ads Ready](#), our free e-learning program brought to you by America's #1 TV streaming platform. We've brought everything we know about TV streaming to Roku Ads Ready, so that you can give your career a lift and take your knowledge of the TV streaming landscape to the next level.

### What is Roku Ads Ready?

Designed for anyone interested in mastering TV streaming, Roku Ads Ready has 20+ information-packed and interactive courses. The free e-learning program includes an overview of TV streaming, an introduction to OneView by Roku, the ad platform built for TV streaming, and deep dives into identity, creative, media, and measurement.

Roku Ads Ready provides:



Foundational TV streaming knowledge.



Insights only Roku can provide.



Know-how to tackle common industry challenges.



Proof points showcasing how leading advertisers use OneView by Roku.

All courses highlight common industry challenges and share strategic Roku insights. Complete the self-paced courses and pass the final exam to earn an executive certification for your resume. Plus you'll get a digital badge for LinkedIn to showcase your TV streaming leadership.

### Become a TV streaming expert

Roku Ads Ready will prepare you (or your team) to become a TV streaming expert and gain knowledge in one of the fastest-growing markets.

Ready to boost your media-buying skills for free and become a streamer-first advertiser? [Enroll today.](#)

<sup>1</sup> Nielsen

**Written by:**

**Roku Advertising**

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