INSIGHTS & ANALYSIS | Nov 09, 2021

Tech to Meet the Moment: Programmatic Technology to Connect audiences and Advertisers

As part of Ofcom's comprehensive, annual report on trends and important behaviours in UK audiences, we have produced a three-part content series outlining developments marketers need to be aware of. We think the findings outlined in these posts will enable you to better connect with UK audiences, and will help inform subsequent campaigns. You can read part one on streaming video on demand, or SVOD trends here, and the second post on original content trends here.

In our final post in this series, we will be discussing technological breakthroughs and initiatives geared towards meeting the demands of advertisers in an increasingly streaming landscape.

Finding: Investment in new programmatic technologies will enable advertisers to buy ads on an automated basis

Technological shifts in how content is consumed in the UK have changed the strategies advertisers must employ to better connect with and engage audiences. This has led to the development of programmatic advertising technology and tools that have allowed for the automation of ad buying. Automated ad buying will serve to marry the advantages of online advertising to TV formats, including increased flexibility for existing advertisers and lowered barriers of entry for those new to the space.

The ability to buy programmatic, data-targeted video on demand (VOD) in premium spaces is a net gain for advertisers. Programming buying of streamed TV media becomes a brand safe and well-known environment selected by smart TV households rather than a long tail inventory product across channel apps and publishers.

Opportunity for advertisers: OneView by Roku is the platform built for TV streaming advertising

OneView is the platform built for TV streaming. It enables marketers to plan, build and run omnichannel campaigns that maximise impact. Our data is driven by direct consumer relationships - and the trust we have with streamers provides us with robust insights beyond those available via just a third-party cookie.

Roku's OneView allows marketers to make changes in real time to ensure campaigns meet their budget and goals. And machine learning technology offers insights to inform your spending and reach goals. By advertising with Roku, brands can forecast, buy and measure mobile, desktop and streaming TV campaigns that are informed by exclusive data and drive actionable insights.

Roku's OneView ad platform allows advertisers to reach cord cutters and SVOD viewers on and off Roku's platform and access more accurate TV audience data powered by Roku's direct consumer relationships.

Our OneView Ad Platform includes:

- Cross-device identity solutions – access more accurate TV audience dataset powered by Roku's direct relationships

- Further campaign reach – Roku's data can help identify who are heavy Subscription Video on Demand (SVOD) viewers for advertisers to target, both on and off of Roku across all devices and inventory
- Proprietary audiences – activate numerous unique segments based on direct customer relationships resulting in deeper insights
- Forecast OTT instantly – calculate TV streaming ad inventory availability in seconds to plan campaigns that can be activated across Roku and other TV streaming publishers
- In-flight attribution – optimise reach, frequency and performance across TV streaming, desktop and mobile campaigns
- Measured outcomes – measurable demographic delivery or business outcomes such as website visits or mobile app downloads allowing a greater capability to track performance with connected TV

Roku Will Help Your Brand Evolve into the Streaming Era

Just as consumers' relationship with TV content consumption is changing, TV trading is evolving too. Roku is building the technology infrastructure and offering solutions to ensure you and your brand have control of the tools to reach and engage audiences as streaming becomes more entrenched in the UK.

Want to learn more about OneView can help your brand evolve to build campaigns fit for the streaming era? Contact us.

Written by:

Roku Advertising

Stay updated with Roku Advertising.

Email*

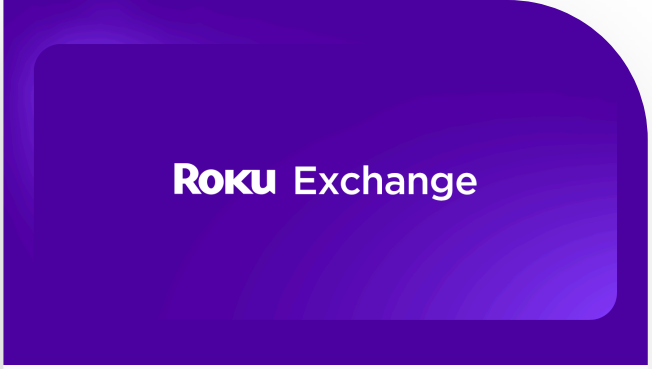
By submitting this form, you agree to receive marketing emails about our products and services. You can unsubscribe via a link in the email.

Subscribe

Related posts

CASE STUDIES | VERTICAL INSIGHTS

A leading B2B technology provider drives action with Roku



NEWS & EVENTS | BLOG

Introducing Roku Exchange, an ad tech gateway to Roku's audience

STREAMING 101 | BLOG

2024 recap: Technology and creativity on Roku

Get in touch

Have questions? Need a customized solution? Fill out this form and a Roku Advertising team member will reach out to discuss how we can help.

I'm a...

Agency

First Name*

Last Name*

Work Email*

Company Name*

Comments

Subscribe to *The Stream*, our monthly newsletter for exclusive streaming insights delivered to your inbox

Submit

By submitting this form, you agree to receive marketing emails about our products and services. You can unsubscribe via a link in the email.

Roku

COMPANY

- About us
- Newsroom
- Investor relations
- Jobs
- Inclusion
- Accessibility
- Content policy
- Contact us

GETTING STARTED

- How it works
- Picking a solution
- Streaming ads 101
- Ad types overview

OUR PARTNERS

- Measurement partners
- Commerce partners

ADVERTISEMENT

- Ads Manager
- Brand Studio
- The Roku Channel
- Programmatic solutions
- Measurement overview

NATIVE ADS

- Marquee Ad
- Spotlight Ad
- Theme

DESTINATIONS

- Roku City
- Showrooms
- Food
- Home
- Sports Zones
- Brand Showcase

ACTION ADS

- Ok-to-Email/Text
- Ok-to-Checkout

VIDEO ADS

- Standard Video
- Pause Ad

LEARN

- All resources
- Client success
- Insights
- News & events
- Streaming ads 101

Ok-to-Remind

B2B Privacy Notice | CA B2B Privacy Notice | Cookie Settings | My Privacy Choices | Terms of Use | Dispute Resolution | Trademark Guidelines | Legal | Roku Political Ad Archive

© 2026 Roku, Inc. All rights reserved. ROKU, STREAMBAR, ROKU TV, the Roku logo and the purple d-pad and purple fabric tag designs are trademarks and/or registered trademarks of Roku, Inc. All other trademarks and logos herein are the property of their respective owners.