An ad giant wants to run your next TV's operating system

Per The Trade Desk, Ventura's other top "benefits" will include a "cleaner supply chain for streaming TV advertising, minimizing supply chain hops and costs—ensuring maximum ROI for every advertising dollar and optimized yield for publishers" and improved ad targeting.

TVs sold at a loss in order to bolster ad businesses

The Trade Desk plans to sell Ventura to TV manufacturers and distributors, plus other types of companies, like airlines, hotel chains, and "gaming companies," Axios reported.

The ad tech firm says it isn't looking to make money off of the OS directly and doesn't plan to make hardware.

Instead, Ventura is supposed to benefit The Trade Desk by helping its advertiser customers reach more people. Differing from how TV owners traditionally view TV software's purpose, Ventura will prioritize the ability to show TV owners the most appealing type of ads. Green will consider Ventura a success "if it drives more pricing transparency and stronger measurement for the CTV advertising ecosystem writ large," per Axios.

Ventura has reportedly garnered interest from Sonos already, CEO Patrick Spence told Axios. Sonos is rumored to be developing a streaming set-top box. The audio company's serious and public consideration of something like Ventura hints at the type of business approach it may take with

streaming hardware.

The Trade Desk’s interest in creating a TV OS centered on being helpful to advertisers indicates how important ads have become to TVs and/or TV software companies. Some, like Vizio and Roku, have embraced this shift so much that they’re selling TVs “at somewhere between -3 and -7 percent margin” in a scramble to attract users, Paul Gray, Omdia’s research director of consumer electronics and devices, said at a CTV industry conference earlier this month, per Broadband TV News. Then there’s Telly, a startup that has given TVs away for free so it can sell and track ads. (Telly TVs also have a secondary screen that can show ads when the TV is off.)

As companies continue to leverage TV software to sell ads and gather user data, TV owners will likely continue seeing fewer options for an ad-free TV viewing experience.

https://arstechnica.com/gadgets/2024/11/an-ad-giant-wants-to-control-your-next-tvs-operating-system/