



The Open Internet Advantage

Social platforms may grab the headlines, but consumer attention still lives across the open internet, from news sites and streaming platforms to music apps and thousands of independent publishers.

Why Advertisers Choose the Open Internet

01 Access to omnichannel inventory across CTV, display, video & audio formats

02 Complete transparency in pricing and performance

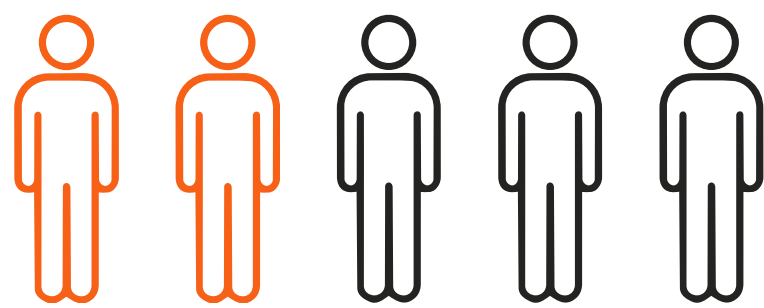
03 Greater control & visibility over audience targeting

04 Scale across thousands of independent publishers

The Open Internet Opportunity in India*

750M+

Indians use the open internet



2 in 5 Indians actively use the open internet

307 hr

Time Indians spent monthly on digital media

52% of this time is spent in the open internet

7 hr 28 min daily digital media consumption of an average Indian

26%

Music streaming



23%

Online TV / OTT



19%

Online news



32%

Social media

This fragmentation means brands must reach consumers across multiple environments rather than relying on a single platform.

Unleash the Power of Omnichannel Advertising

The open internet lets advertisers activate campaigns across the full digital journey, reaching audiences wherever they choose to consume content.

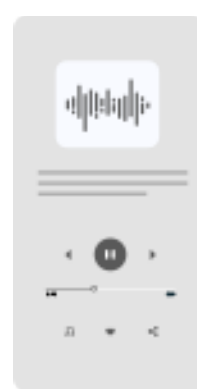
Campaigns can run seamlessly across:



Connected TV/OTT



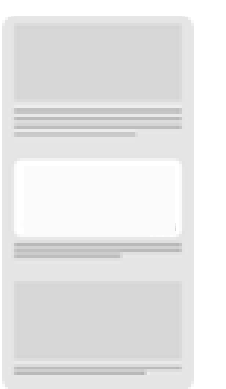
Display/Video



Digital Audio



Digital Out of Home



Native

Together, these channels create a unified omnichannel strategy that drives both reach and measurable performance.

*Source: TTD

Activate Your Campaign Across India's Best Inventory

Access premium inventory across streaming, publishers, audio, gaming and out-of-home screens.

CTV & OTT



Display/Video



Digital Audio



DOOH



Gaming



Not Sure Where to Start? We're Here to Help.

With in-house expertise on The Trade Desk, we help brands unlock the full potential of the open internet through transparent, omnichannel advertising.

From strategy and planning to campaign execution and optimisation, we deliver measurable outcomes that drive real business growth.

Ready to turn **attention** into **revenue**?

Reach high-value audiences across India's premium digital environments, including streaming platforms, trusted publishers, music, gaming, and digital out-of-home screens. Wherever people watch, read, listen, or play, your brand can show up.

Our team helps map the plan, switch the campaigns on, and keep improving performance so every impression works harder.

Whenever you are ready, we are here to help make it happen.

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