PUBLISHER SUCCESS

Scaling ABP Live

RediAds helped ABP Live improve CTV fill rate, expand demand access, and deliver more consistent video monetization during seasonal traffic spikes.

80% CTV FILL RATE

+30% BID RATE

$1.10 HOLIDAY ECPM

EXECUTIVE SUMMARY

CTV Fill Rate	80%
Bid Rate	+30%
Holiday eCPM	$1.10

ABOUT PUBLISHER

ABP Live is one of India's leading digital news platforms with a strong presence across web, mobile, and connected TV (CTV). With a growing focus on video consumption and OTT distribution, ABP Live delivers high-quality news and live content to millions of users across India. As CTV viewership continues to scale, optimizing monetization across video inventory and ensuring consistent demand has become critical for maximizing revenue performance.

THE CHALLENGE

ABP Live aimed to improve monetization of its CTV inventory by increasing fill rates and gaining access to unified demand sources. Despite strong content consumption, a significant portion of video inventory remained underutilized due to fragmented demand and inconsistent bidding. The platform also required a solution to ensure stable and scalable monetization, especially during high-traffic periods such as seasonal and holiday spikes.

THE SOLUTION

RediAds implemented its CTV monetization solution by onboarding ABP Live's inventory through RediAds Direct and enabling demand via OpenRTB-based VAST integration. This allowed seamless access to programmatic video demand and significantly improved auction participation. With enhanced bidder competition, RediAds delivered a ~30% increase in bid rate, ensuring stronger monetization across video and CTV inventory.

THE RESULTS

80% CTV Fill Rate
+30% Bid Rate
$1.10 Holiday eCPM

CTV fill rate reached 80%. Bid rate increased by 30%. Holiday-season eCPM stabilized at approximately $1.10. Monetization consistency improved across premium video inventory. RediAds enabled ABP Live to unlock the full potential of its CTV inventory by combining OpenRTB-based VAST demand with improved bidder

By combining programmatic demand with curated supply-side optimization, RediAds enabled higher yield and stronger auctio