GlobalLogic®
A Hitachi Group Company

TV Ads Convergence

Unify linear and digital TV ads for smarter campaigns and measurable reach

GlobalLogic, in collaboration with AWS, helps media companies operationalize converged TV strategies by uniting linear, CTV, and OTT advertising into a single, data-driven ecosystem. Our solution solves key challenges such as fragmented measurement, inconsistent targeting, and disconnected campaign workflows.

With **deep media engineering expertise and AWS-native accelerators**, we guide clients from discovery through deployment. The result: faster rollout, unified reporting, and smarter cross-platform campaign management.

15+

years of engineering digital solutions in the media & entertainment industry

Our comprehensive **TV Ads Convergence** services and solutions include:

- End-to-end consulting: Discovery, POC, and implementation
- Unified campaign management across CTV, linear, and OTT
- 1st- and 3rd-party data audience targeting
- Converged reporting with measurable KPIs
- GlobalLogic AdTech Accelerator for faster time-to-market
- Seamless integration with ad servers and platforms
- Frequency capping and overlap analysis
- Scalable architecture on AWS

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GlobalLogic's TV Ads Convergence solution bridges the gap between traditional and digital advertising by enabling publishers to **deliver campaigns across all screens— linear, CTV, and OTT**— and all within a unified platform.

Built on AWS, the solution integrates advanced planning tools, targeting capabilities, and real-time reporting to help media companies maximize ad effectiveness and minimize waste. By aligning campaign management, measurement standards, and audience data across channels, GlobalLogic removes fragmentation and simplifies cross-channel execution.

Our end-to-end services guide you through every step from discovery to go live using accelerators and proven delivery models that **de-risk investment and speed up ROI**. The result: smarter reach, better insights, and higher-performing campaigns.

Consistent Measurement

Unify audience metrics across linear and digital with a converged reporting system that delivers transparent, actionable insights.

Smarter Targeting

Leverage rich 1st- and 3rd-party datasets for precise audience targeting across all formats and platforms.

Faster Deployment

Accelerate go-to-market strategy with GlobalLogic's Ad Tech Accelerator and agile implementation model built on AWS.

Future-Ready Framework

Adapt easily to evolving ad formats and viewer habits with a scalable, cross-channel architecture.

Let's start engineering the future of converged TV advertising—together

Bridge the gap between linear and digital advertising with **GlobalLogic and AWS**.

Contact us to get started.