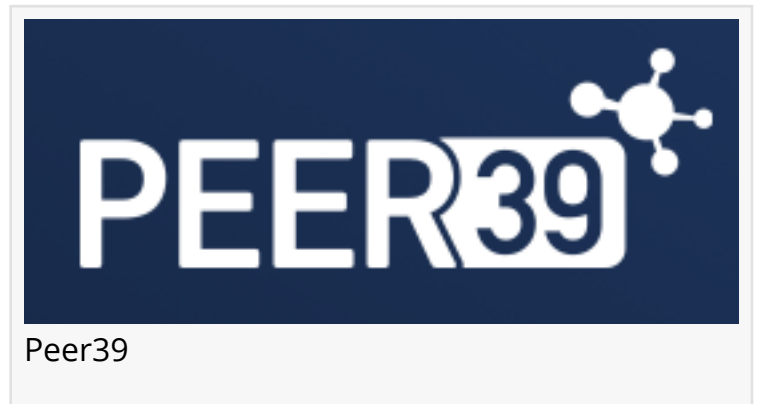


# Study: CTV's Biggest Transparency Problem Is Unverified Data

*"Claimed vs. Verified: The CTV Supply Authentication Gap" report from Peer39 reveals that Deal IDs and self-declared metadata fail to inspire buyer confidence*

NEW YORK, NY, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- As advertisers demand greater transparency and accountability in CTV, a new report from Peer39 finds that the industry's biggest challenge is the inability to independently verify the information buyers receive.



For its latest research report, Claimed vs. Verified: The CTV Supply Authentication Gap, Peer39 examined millions of CTV bid requests to determine that today's programmatic supply chain relies heavily on self-declared signals and negotiated Deal IDs that cannot confirm what content is actually on screen. The report argues that the industry has confused visibility with verification, leaving buyers to optimize campaigns using signals that may be incomplete, inconsistent, or impossible to authenticate.

"Programmatic CTV has reached a point where buyers need more transparency," said Mario Diez, CEO of Peer39. "They need verification. A Deal ID confirms a commercial relationship; it doesn't confirm the content behind an impression. Trusted verification is foundational infrastructure. If the signals feeding buying systems can't be verified, we're simply scaling uncertainty."

Among the report's findings:

- Approximately 60% of CTV bid requests contain no usable program-level content signal, leaving buyers without the information needed to understand what programming they are purchasing.
- Deal-packaged traffic carried a higher combined risk rate – meaning traffic that's either confirmed invalid or can't be verified clean – than the open market in Peer39's analysis, challenging the assumption that Deal IDs inherently represent higher-quality supply.
- Inventory with Peer39-authenticated content IDs showed dramatically lower risk rates,

demonstrating that independently verified program-level signals are the strongest indicator of supply quality.

- The findings reinforce growing buyer concerns highlighted by the IAB's 2026 Digital Video Ad Spend & Strategy Report, which found that 43% of buyers have "somewhat to no confidence" in the quality of even direct CTV inventory.

The report also explores why authenticated content signals differ fundamentally from publisher-declared metadata and Deal IDs, and how verification enables more effective optimization without compromising consumer privacy.

"As CTV evolves into a true performance channel, buyers need to understand not only where ads ran, but whether the signals describing those environments can actually be trusted," Diez added. "Verification is quickly becoming the foundation for repeatable performance."

The report concludes that authenticated program-level signals represent a new category of evidence in CTV buying: One that enables buyers to optimize based on what is actually on screen rather than what the supply chain claims is there.

Download the report

Claimed vs. Verified: The CTV Supply Authentication Gap is available for free download at <https://insights.peer39.com/ctv-truths-supply-authentication-gap?>

#### About Peer39

Peer39 verifies the environmental intelligence layer for modern media buying. As advertising becomes increasingly automated, fragmented, and AI-driven, the company delivers independently verified signals that help buyers, platforms, and publishers understand media environments, evaluate quality, and optimize performance with confidence. Combining authenticated content intelligence, contextual understanding, media quality validation, fraud detection, viewability, attention, and other environmental signals into a unified intelligence layer, Peer39 enables smarter decision-making across CTV, digital video, display, mobile, and social advertising. By making media more understandable, discoverable, and measurable, Peer39 is helping build the trusted signal infrastructure that powers the future of programmatic advertising.

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