



Viant Named CTV Innovation Leader

August 6, 2026

Viant Earns Third Consecutive MarTech Breakthrough Award for Advances in CTV & AI

IRVINE, Calif.--(BUSINESS WIRE)--Aug. 6, 2026-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced that it has been selected as winner of the "CTV Innovation Award" by [MarTech Breakthrough](#), a leading market intelligence organization tracking innovation across the global marketing, sales and advertising technology industry. This recognition marks Viant's third consecutive MarTech Breakthrough Award win, following honors for "Best Demand Side Platform" in 2024 and "Best AI-Powered Advertising Platform" in 2025.

The award recognizes Viant's continued innovation and leadership in Connected Television, which represents more than 50% of advertiser spend on the Viant advertising platform and remains its fastest-growing channel. Through its proprietary CTV Intelligence Layer, Viant combines identity, contextual intelligence and verified human attention to help advertisers plan, execute, optimize and measure campaigns with greater precision. Together, these capabilities can transform CTV from a traditional reach and awareness channel into a true outcomes-driven channel.

At the forefront of Viant's CTV Intelligence Layer is TVision, the industry's only attention measurement provider delivering second-by-second, eyes-on-screen attention, co-viewing and in-room presence data in television. Combined with Viant Household ID, which is embedded in CTV bid requests and reaches 95% of U.S. households, and IRIS Content ID, which provides show- and scene-level contextual intelligence across premium video, Viant gives advertisers a complete understanding of who saw an ad, what content surrounded it and whether viewers were actually engaged.

"The level of intelligence we offer has been purpose-built for streaming and is unavailable elsewhere in the market, and this award affirms that vision," said Jon Schulz, CMO, Viant Technology. "Thank you to MarTech Breakthrough for this honor. As streaming continues to evolve, we'll continue building the technology advertisers need to make every CTV impression more measurable, more transparent and ultimately, more valuable."

For nearly a decade, the MarTech Breakthrough Awards have served as the definitive benchmark for innovation across the global marketing, sales and advertising technology industry. The program recognizes standout companies and solutions spanning the full MarTech stack, from marketing automation and customer experience to AdTech, SalesTech, RevOps, performance marketing, content marketing and beyond. The 2026 program drew thousands of nominations from more than 15 countries, reflecting the scale and pace of transformation reshaping the industry.

"CTV is the fastest-growing channel in digital advertising, yet marketers still struggle to understand what truly drives campaign performance," said Steve Johansson, Managing Director at MarTech Breakthrough. "Viant has created a trifecta of attention, identity, and context within a single, independent platform, giving advertisers the insights they need to make smarter media investments and achieve stronger outcomes."

Learn more about Viant's award-winning CTV solutions [here](#).

About Viant

Viant Technology (NASDAQ: DSP) is an exclusively buy-side, AI-powered advertising platform purpose-built for CTV. Viant uniquely combines proprietary content intelligence, household-level identity resolution, and person-level attention signals to connect advertisers with real customers and drive measurable outcomes across the open internet. Through its award-winning AI solutions, Viant is building the future of autonomous advertising, where AI doesn't just assist the campaign, it delivers real results. Learn more at [viantinc.com](#).

About MarTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for global technology innovation and leadership, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products and people. The MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics, performance marketing, CRM, content and social marketing, website, SEM, mobile marketing and more. For more information, visit [MarTechBreakthrough.com](#).

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Source: Viant Technology Inc.