



TV Subscriber Audiences

Target Audiences Based on Actual Spending Behaviors

TV advertisers can target households by service, multi-service, loyalists, switchers, and cord cutters based on TV services actually paid for in the home. Alliant takes a different approach to finding subscriber audiences by combining viewership data with real transactional, demographic and lifestyle information to paint a more complete picture.

Subscribers by Service

Top providers in each category

- ▶ **Streaming Subscribers**
Netflix, Hulu, Paramount, Apple TV, YouTube Premium
- ▶ **MVPD (Cable & Satellite)**
DIRECTV, Comcast, Charter, DISH, Cox, Verizon and Altice
- ▶ **Virtual MVPDs**
Roku, Sling TV, Hulu Live

Loyalists

Streaming loyalist who have long-term subscription behavior

- ▶ **Single Video Streaming Service**
- ▶ **Multiple Video Streaming Services**
- ▶ **Netflix**
- ▶ **Hulu**
- ▶ **Paramount**
- ▶ **Apple TV**
- ▶ **DISH**
- ▶ **Redbox**
- ▶ **FuboTV**
- ▶ **Philo**

Multi-Service Subscribers

Top providers in each category

- ▶ **Multi-Streamers**
Multiple services within a 12 month period, ie. Netflix, Hulu, and Paramount
- ▶ **Cord Extenders**
Cable or satellite service and at least one streaming service

Switchers

Active switchers that have a fee either going to or from the following services:


- ▶ **Netflix**
- ▶ **Hulu**
- ▶ **Paramount**
- ▶ **Apple TV**

Cord Cutters

Switch from any MVPD to streaming

Future-Proofed Delivery

All Alliant Solutions are built at the PII level, on top of an extensive identity graph, guaranteeing flexible connection and distribution options across channels.

 Programmatic DSPs

 TV Platforms

 MVPDs

 Data Collaboration Platforms

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Need audience support? Just ask.

Email: datahelp@alliantdata.com. Available 24/7

Audiences also available for targeting in other channels

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