

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
 - DISH
 Redbox
- Multiple VideoStreaming Services
- ▶ FuboTV

Apple TV

Hulu

Netflix

- Philo
- Paramount

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

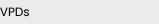
All Alliant Solutions are built at the PII level, on top of an extensive identity graph, guaranteeing flexible connection and distribution options across channels.



Programmatic DSPs



TV Platforms





Data Collaboration Platforms



Need audience support? Just ask.

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

Audiences also available for targeting in other channels

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