TV Viewership Audiences

Reach Audiences Based on Real TV Viewership Habits

TV advertisers can target by genre, sub-genre, movie, show, and smart TV manufacturer. Made possible through Alliant's unique deterministic and modeled approach to identifying TV viewers based on known viewership data from approximately 20 million consumers aggregated from media streaming servers, apps, and other trusted third-party sources.

Genre
Audiences that view specific genres

- Action
- Adventure
- Animation
- Biography
- Comedy
- Crime
- Documentary
- Drama
- Family
- Fantasy
- History
- Horror
- Mystery
- Reality TV
- Romance
- Sci-Fi
- Sport
- Thriller
- War
- Western

Movies & Shows
Active fans of specific movies and shows

- Better Call Saul
- Big Little Lies
- Black Adam
- Bridgerton
- Family Guy
- Game of Thrones
- House of the Dragon
- Lord of the Rings: Rings of Power
- Outer Banks
- Ozark
- Peaky Blinders
- Reacher
- Severance
- Squid Game
- Stranger Things
- Succession
- Suits
- Ted Lasso
- The Witcher
- Yellowstone

and more!

Sub-Genre
Reach audiences by sub-genre for more qualified targeting

Smart TV Manufacturer
Owners of specific television brands

- Roku
- Samsung
- Apple
- LG
- Motorola
- Vizio
- Google
- Sony
- Vivo
- Tivo

All product and company names are trademarks or registered® trademarks of their respective holders. Use of them does not imply any sponsorship, affiliation with or endorsement by them.

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
- MVPDs
- 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

alliantdata.com | (845) 617-5510