



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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Audiences also available for targeting in other channels

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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 server apps.

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

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