

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
- Multiple Video Streaming Services
- RedboxFuboTV

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

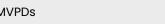
All Alliant Solutions are built at the PII level, on top of an extensive identity graph, guaranteeing flexible connection and distribution options across channels.



Programmatic DSPs



TV Platforms





Data Collaboration Platforms



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Audiences also available for targeting in other channels

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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

- History
- Adventure
- Horror
- Animation
- Mvsterv
- Biography
- Reality TV

Comedy

Romance

Crime

- Sci-Fi
- Documentary
- Sport

Drama

Family

Thriller

Fantasy

- War
- Western

Smart TV Manufacturer

Movies & Shows

Better Call Saul

• Big Little Lies

Black Adam

Bridgerton

Family Guy

· Game of Thrones

Lord of the Rings:

Rings of Power

Outer Banks

Ozark

House of the Dragon

Active fans of specific movies and shows

Peaky Blinders

Reacher

Severance

Squid Game

Succession

Ted Lasso

The Witcher

Yellowstone

and more!

Suits

Stranger Things

Owners of specific television brands

Roku

Vizio

- Samsung
- Google

Apple

Sony

• LG

Vivo

- Motorola
- Tivo

Sub-Genre

Reach audiences by sub-genre for more qualified targeting

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