

TARGETING OPTIONS & AUDIENCES 2022

1st Party Data

First party data from user analytics & sign in:

Age	Devices (CTV, Web, Mobile)
Gender	Genre (e.g. Movie, Series, Documentary, ...)
Language	Category (e.g. Action, Drama, Knowledge, ...)

Audience Segments

Collected from watching behaviour:

Automotive	Home Improvement	Sustainability &
Business, Finance & Economy	(Household) Decision Makers	Tech & Gaming
Entertainment	Lifestyle	Travel
Fashion & Beauty	Luxury	Winter Sports
Food	News	and many more...
Family & Kids	Pets & Animals	
Health & Fitness	Shopping	
High Income	Sports	



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What are Audience Segments?

One solution for user interest targeting

- users with specific watching behaviour and interest in certain topics are collected in audience segments
- these audience segments can be applied to any campaign
- we reach your target group independently of which content is consumed

Seasonal & Custom Targetings

Individual options for your target group

- Seasonal and custom audience segments available
- We update our audience segments regularly - ask us for news!

Questions or inquiries? Please contact us!

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