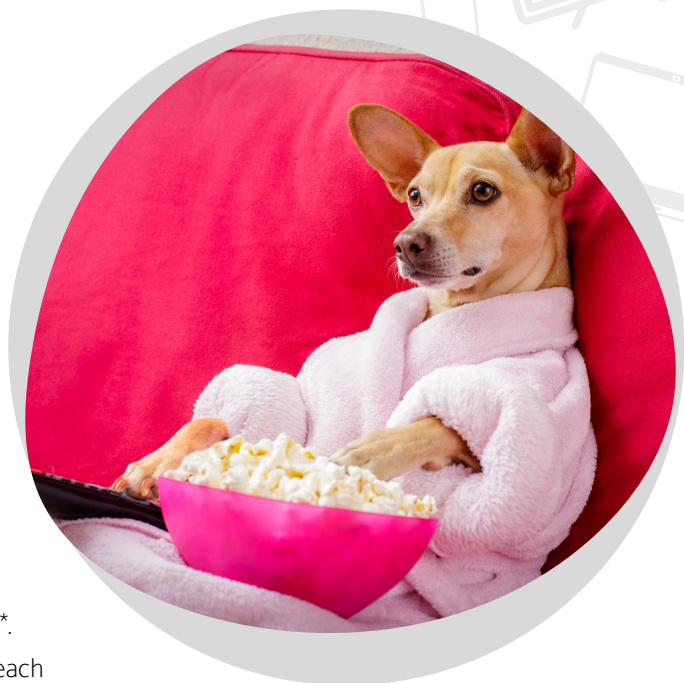


Reach Consumers No Matter Which Screen They're Watching

With LBDigital's TV Everywhere, Marketers Can Engage Their Ideal Consumer Across CTV and OTT.

As linear TV continues to decline, consumers are increasingly turning to Connected TV to consume content, creating a fragmented marketplace*. Luckily, LBDigital is here to help! Use our TV Everywhere segments to reach your audiences across CTV & OTT, no matter which screen they're watching.



*IAB 2020 Report: 2020/21 COVID Impact on Advertising

Choose from our proprietary CTV & OTT segments, including:

- Children's Shows
- Favorite Genres
- Favorite Networks
- Favorite TV Shows
- Infomercial Shoppers
- Mature Viewers
- Millennials
- Spanish Language TV
- Streaming Services
- TV Commercial Enthusiasts
- TV News Watchers
- Video Streamers

Or create your own exclusive custom audience and target by:



Demographics



Engagements



Interests



Location



Viewed Content

Ready to get going with CTV?

Look for TV Everywhere in the LiveRamp Data Marketplace, Lotame and Oracle Data Cloud. Additionally, TV Everywhere CTV IDs and OTT segments can be delivered to your favorite digital platform!



For segment recommendations or custom audiences, contact:
203-746-6640 or hello@lbdigitaldata.com

