

Introducing TVision Audiences

TARGET AUDIENCES BASED ON THEIR LINEAR AND CTV VIEWING BEHAVIOR

Audiences powered by TVision's first-party TV viewership and attention data are now available for digital and CTV activation.

Both syndicated and custom audience segments can be found via LiveRamp - making it easier to extend the reach of your promo campaigns and attract viewers of specific TV programs or genres.



- Find CTV audiences who watch a specific Linear TV program
- Reach cord-cutters or viewers who used to watch your content
- Extend engagement with viewers of tentpole programming
- Promote new seasons to fans of the original series

TVISION'S DATA SET

We capture data on how and what people watch on TV as well as how much attention they pay to both the content and ads. Our unique audience segments are built with insight into viewer engagement across:



All national and major linear TV channels



Hundreds of CTV apps and devices



Millions of program and ad impressions

SYNDICATED AUDIENCES

Off-the-shelf segments group viewers based on:

- If they watch streaming or linear TV
- How they access streaming content
- Which dayparts they tend to watch
- Which apps and networks they watch
- What sports they watch
- Which tentpole events they view
- Their political affiliation and engagement

CUSTOM AUDIENCES

Custom audiences can also be created to target **viewers of a specific show** or groups of shows, or genres. We've already mapped audiences for over 450 linear and CTV programs.

[Contact Us](#) to build a custom audience.

TVision Audience Highlights

CTV AUDIENCES

Cord Cutters

Reach audiences who only watch CTV, and not linear

Heavy Streamers

Find people who primarily watch CTV programming

Streaming App Viewers

Target viewers of Netflix, Hulu, Amazon Prime and other top CTV Apps

Streaming Device Users

Reach people who watch TV using specific devices like Roku & Chromecast

CUSTOM AUDIENCES

+450

CTV & Linear TV Shows

We've mapped audiences for the most popular CTV and traditional linear shows.

Do you want to connect with fans of a show or season? We can build the perfect audience for you.

[Contact Us](#)
to get started.

LINEAR TV AUDIENCES

Network Viewers

Target loyal viewers of any linear TV network

Linear TV Loyalists

Reach TV viewers who haven't migrated to CTV

TV ATTENTION

TV Ad Attention

Find people who pay attention to category ads

TV TUNING AUDIENCES

Daypart Viewers

Find audiences who watch certain dayparts

Tentpole Viewers

Find viewers of major programming tentpoles like the World Series, March Madness, & more

Sports Fans

Reach Audiences who tune into sports programming such as the NFL, MLB, & more

Heavy TV Viewers

Connect with people who watch an above average amount of linear & CTV

Political Engagement

Target ads to Democrats and Republicans based on how engaged they are with news content

SYNDICATED TVISION AUDIENCES

Available Through LiveRamp



To find our audiences, search for "TVision" in any LiveRamp connected DSP. From there you can browse or search for relevant keywords like, "CTV," "Netflix," or "Attention." Use the list below as a starting point.

CTV AUDIENCES

- Cord Cutters
- High Streamers / Low Linear TV Viewers
- Streaming App Viewers
 - Amazon Prime
 - AppleTV+
 - Disney+
 - HBO Max
 - Hulu
 - Netflix
 - Paramount+
 - Peacock
- Streaming Devices
 - Amazon Connected Devices
 - AppleTV
 - Chromecast
 - Game Consoles
 - Samsung Devices
 - All Roku Users
 - Roku Connected TVs
 - Roku Streaming Devices

LINEAR TV AUDIENCES

- Linear TV Loyalists
- Heavy Watchers of TV Networks
 - A&E
 - ABC
 - Bravo
 - CBS
 - CNBC
 - CNN
 - E!
 - ESPN
 - Food Network
 - Fox
 - Fox News
 - Freeform
 - FX
 - Hallmark Channel
 - HGTV
 - Investigation Discovery
 - ION
 - Lifetime
 - MSNBC
 - NBC
 - Paramount
 - TBS
 - The CW
 - TLC
 - TNT
 - USA

TV ATTENTION

- Viewer Attention to TV Ads
 - Automotive
 - Cosmetics & Personal Hygiene
 - CPG
 - Education
 - Electronics & Tech
 - Entertainment
 - Financial Services
 - Food & Beverage
 - Government & NGO
 - Health & Pharma
 - Home and Garden
 - Insurance
 - Retail
 - Restaurant
 - Sports TV
 - Telecom & Electronics
 - Travel

TV TUNING

- Heavy Watchers of TV
- Heavy Watchers of Dayparts
 - Daytime
 - Early Access
 - Early Fringe
 - Early Morning
 - Late Fringe
 - Late News
 - Late Night
 - Overnight
 - Prime
 - Prime Access
 - Morning
- Watchers of Tentpole Events
 - Award Shows
 - March Madness
 - NBA Finals
 - Stanley Cup
 - Super Bowl
 - World Series
- Sports Fans / Heavy Watchers of Sports
 - MLB / Baseball
 - NBA / Basketball
 - NFL / Football
 - NHL / Hockey
 - PGA / Golf
- Political Engagement
 - Engaged Republicans
 - Engaged Democrats
 - Unengaged Republicans
 - Unengaged Democrats
 - Low News Viewers