Connected TV

The power of TV with precision of digital. Access highly-viewable connected TV inventory on the DSP.

The Verizon Media advantage

Reach engaged audiences

Connect with the people that matter most using Verizon Media’s diverse data & targeting capabilities.

Activate omnichannel strategy

Turbocharge your video strategy with the ability to buy, target and measure inventory across device.

Access premium CTV supply

Leverage premium, long-form video content to reach viewers wherever they watch.

Robust targeting & measurement

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<th>Targeting</th>
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<td>Audience (1st &amp; 3rd - in beta)</td>
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Robust targeting & measurement:

- Audience (1st & 3rd - in beta)
- Dayparting
- Frequency (device level)
- CTV Retargeting
- Geography
- Make & model

Measurement:

- Cross device measurement
- Nielsen demo reporting

Robust targeting & measurement:

- 4.5B Daily avails
- 147M Household IPs (US)
- 10+ Leading SSPs
- 100+ Channels

How it works

1. Select Connected TV as your device type
2. Apply line level targeting to reach your audience
3. Measure using Nielsen and/or DSP reporting

*via IP address based lookup adhering to NAI privacy guidelines
**Connected TV supply**

With connections to leading SSPs our DSP offers access to CTV inventory across major networks and platforms. Select and/or curate the perfect deal to align with your intended audience while providing scale and reach.

### Networks

Access inventory from over 100 networks, apps, and channels.

Examples include:

- A+E Networks
- NBC
- FOX
- Bravo
- Lifetime
- Discovery Communications
- ABC
- Turner
- ESPN

### Platforms & distributors

Access a variety of platforms and distributors.

Examples include:

- Roku
- Amazon Fire TV
- apple TV
- Hulu
- VUDU
- XBOX
- sling TV
- Chromecast
- Fubo TV

### Reach your audience

From live sports to on demand entertainment our DSP gives you the flexibility to find the right inventory for your goals.

#### Foodies & chefs

Tap into the eat-at-home trend with deals built around cooking.

- **Deal types:** Publisher 1:1, Always-on
- **SSPs:** SpotX, Tremor Video, Telaria, Verizon Media SSP
- **Networks & Channels:** Food Network, Cooking Channel, HGTV

#### Sports enthusiast

Access deal slots across live and on-demand sports content.

- **Deal types:** Publisher 1:1, Always-on, packages
- **SSPs:** Telaria, SpotX, AdX, Verizon Media SSP
- **Networks & Channels:** Fox Sports, ESPN, Outside TV, NBC Sports, Yahoo Sports

#### News junkies

Reach up-to-the minute news watchers.

- **Deal types:** Publisher 1:1, Always-on and packages
- **SSPs:** Telaria, SpotX, Tremor Video, Verizon Media SSP
- **Networks & Channels:** CNN, MSNBC, CBS News, Fox News, Newsy, Bloomberg

Contact your Verizon Media representative to find out more and get started today.