

# YOUR GUIDE TO CAPTIVATING ENTERTAINMENT CAMPAIGNS

**Did you know the U.S. Media and Entertainment Industry digital ad spending is expected to hit \$11.5B by 2020?\***

## ENTERTAINMENT AUDIENCE DATA

- Celebrities
- Pop Culture
- Music
- Gambling
- Movies
- Television
- Gaming
- Sports
- Infogroup - identify individuals by including movie reward members, season ticket buyers, concert venue frequenters

## SMART TV VIEWERSHIP

- Smart TV Viewership
- Cord-Cutter Viewers and Time-Shifted Viewers
- Viewers of Entertainment Channels or specific shows like *This Is Us* or *Game of Thrones*
- All Major Networks (CBS, NBC, AMC, ESPN)
- Target TV to Digital and Mirror Clients TV Viewing Behaviors
- Custom TV Viewership Segments

## BEHAVIORAL PROFILES

- Movies (Fandango/iPic/Regal Rewards/AMC members)
- Pop Culture
- Music (Subscribers to artist newsletters)
- Sports (Subscribers to team newsletters/updates)
- Gaming
- TV (Cable/Satellite television extended package holders, subscribers of OTTV providers)

## LOTAME PRECISION DEMOGRAPHIC AUDIENCES

NEW! Beat industry benchmarks using Lotame Precision Demographic Audiences - segments that are validated, globally scaled, and proprietary. Available in your DSP.

- Household Income Level
- Age
- Sex
- Family/Children in household
- Education level

## AUDIENCE OPTIMIZER

- Campaign Optimization
- Look-Alike & Act-Alike
- Brand Awareness
- Reach
- Audience Insights

## BUSINESS TO BUSINESS

- Industry/Job titles --> Entertainment

## SEASONAL SEGMENTS

Match Client Travel Promotions with Year-Round Seasonal Segments

- Award Shows
- Movie Festivals
- Fall Sitcoms
- Fall Premieres
- Seasonal Sporting events
- Summer and Holiday Movies

## GEOGRAPHIC LAYERING

- Country
- East Coast/West Coast
- Designated Market Area
- City (people near theaters, stadiums, concert venues)
- Town
- Zip

## LOTAME PARTNER SPOTLIGHT

Lotame also offers branded segments, including:

- Infogroup Product Purchases - Tickets (Baseball, Football)
- Mastercard Concert & Theatre Tickets (Access individuals that are at least 3x as likely to purchase)
- Skimlinks Shopping Intent - Tickets (Theme Park & Zoo, Concert, Theatre)

## ENTERTAINMENT SEEKERS REACHED!

Did you know Lotame has over 1B uniques in our general Entertainment segment?



\*Source: eMarketer