WAYS YOU CAN BENEFIT FROM LOTAME TV VIEWERSHIP DATA
TV AD EXPOSURE AUDIENCES

Reach viewers who saw your brand message on TV by following up with a personalized digital ad. With Lotame, you can be sure your message is seen and heard across screens.

**Target Viewers of Your Own Brand:** Stay top of mind by targeting individuals who have been exposed to your own ads. Follow-up with customized messaging on their desktop, phone or tablet!

**Competitive Conquesting:** Access individuals who have already been exposed to your competitor’s TV ads. Instead of wasting money on competing television spots, you can target these individuals on digital or mobile programmatic campaigns with a message that shows why they should consider your brand instead.

Spend your marketing dollars more wisely by amplifying your traditional TV buy with targeted digital ads to help drive your customers down the sales funnel.
Custom aiTV: SmartTV Data Segments are generated from a raw feed of Smart TV data and these audiences can be analyzed to form custom segments based on your specific needs.

No data onboarding and no diluting your data; digital TV Audiences are created directly from Smart TVs

Access tens of thousands of viewership attributes

Drive innovation using TV viewership data, including these specific examples:
- **Cord-Cutter Viewers**: Individuals watching free broadcast or streaming internet video through devices such as Roku, Chromecast, AppleTV, or Amazon Fire.
- **Access “Seed Only” or “Segments at Scale”**: Match a seed group of TV viewers to digital and mobile devices using Lotame.

Did you know that the number of U.S. cord cutters (adults who have ever cancelled pay TV service and continue without it) was anticipated to climb 32.8% in 2018?*

*e-Marketer 2018*
Looking to target viewers of a new hit series, commercial, or seasonal movie?

With **aiTV: SmartTV Data Segments** you can access tens of thousands of audiences from over 8MM Smart TV’s which can be combined with your 1st, 2nd and 3rd party data.

Over 100 pre-packaged aiTV: SmartTV Data Segments to choose from!

Combine ad viewership + bundles of shows and access today via the major buying platforms

Target TV to digital and mirror clients TV viewing behaviors

**SAMPLE SEGMENTS:**

- **Day Part:** Prime Time
- **TV Genre:** Sports
- **TV Program Viewers:** Anthony Bourdain Parts Unknown, This Is Us
- **All Major Networks:** Fox, Bravo, CBS, NBC, AMC, ESPN
- **Viewer Type:** Heavy TV viewers
- **Behavioral:** Movies, Music, Gaming, TV
- **Seasonal Segments:** Award Shows, Fall
- **Premieres, SuperBowl Commercials**
Retarget individuals watching specific shows, movies, commercials or similar content based on TV exposure analytics!

**SAMPLE PREPACKAGED aiTV: SMARTTV DATA SEGMENTS**

<table>
<thead>
<tr>
<th>35 YEAR OLD MALE</th>
<th>42 YEAR OLD FEMALE</th>
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</thead>
<tbody>
<tr>
<td><strong>COMMERCIALS</strong></td>
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<tr>
<td>AUTOMOBILES</td>
<td>FINANCE</td>
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<td><strong>SPECIFIC SHOWS</strong></td>
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<tr>
<td>Big Bang Theory</td>
<td>This Is Us</td>
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<tr>
<td><strong>GENRES</strong></td>
<td></td>
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<tr>
<td>CBS Evening News</td>
<td>Nightly News</td>
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<tr>
<td><strong>OTT</strong></td>
<td></td>
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<tr>
<td>Cord Cutters</td>
<td>Time Shifter Viewers</td>
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</tbody>
</table>
Lotame collects and analyzes rich data signals from our partner’s millions of Smart TVs and applies Lotame’s Cross-Device technology to match with associated mobile devices, tablets, laptops and desktops!

**HOW?**

- **LOTAME DATA EXCHANGE**
  - 100 MILLION connected TV profiles

- **LOTAME HAS ACCESS TO**
  - 8 MILLION smart TV households
  - 30% Smart TV market

**LOTAME UNIFIES**
Cookie ID, Mobile ID, TV ID

**PRE-PACKAGED & CUSTOM TV AUDIENCES**
MIX & MATCH WITH OTHER LOTAME SEGMENTS

ACCESS A TAXONOMY OF PRE-PACKAGED TV AUDIENCES AVAILABLE IN YOUR DSP, INCLUDING:

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

Interest in:
- 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 OTT TV providers)
Create “surround sound” advertising by successfully reaching your targets on their laptops, desktops, smartphones, and tablets while spending smarter marketing dollars.
WHY LOTAME?

SPEED
Lotame viewership data feed is refreshed hourly and re-targeting segments can be turned around in 1 business day!

SCALE
Lotame’s SmartTV feed = 8MM TVs connected to over 100 million digital profiles (desktop & mobile)

TRANSPARENCY
Lotame’s models analyze behavioral attributes on over 1B US profiles to find the most accurate match to your seed criteria

Contact Lotame at datasales@lotame.com to start building your TV audience plans today.
lotame.com/ldx