








Cross-platform activation for today's fragmented landscape



Advertisers struggle to effectively target TV viewing audiences across devices due to the fragmented nature of viewer behaviour and the lack of precise audience segmentation capabilities.

Our **TV Viewership Audiences** solution, powered by exclusive ACR data from VIDAA-enabled smart TVs, offers precise retargeting of TV audiences. With capabilities for linear ad-based and network and show retargeting, advertisers can reach their target audience effectively across screens, maximizing ROI in the fragmented TV landscape.

TV VIEWERSHIP AUDIENCES KEY BENEFITS

-  **Extensive Scale:** Access exclusive VIDAA ACR data from 1.2M+ Australian devices.
-  **Untapped ACR Data:** Leverage exclusive Smart TV ACR data for precise targeting and tailored audience segments.
-  **Advanced Customization:** Near limitless audience segment customization options to align with campaign goals.
-  **Privacy Compliant:** Nine step individual opt-in process enables a precise and compliant user targeting solution.
-  **Dedicated Support Team:** Proven experience curating, activating, and measuring TV audience targeted campaigns for brands.

TV VIEWERSHIP AUDIENCES USE CASES



INCREASE FREQUENCY

Retarget viewers exposed to your brand linear ad across the screens



INCREMENTAL REACH

Suppress audiences who have already been exposed to your campaign on linear TV



COMPETITOR CONQUESTING

Conquest target your audience by targeting viewers exposed to competitors' TV ads



NETWORK/SHOWS TARGETING

Engage audiences based on their specific network and shows preferences observed during linear TV ad views

To learn more please reach out to your Nexxen sales representative.