

AUDIO, GAMING & VIDEO AUDIENCES



Reach your audience via these engaging channels to drive awareness and generate leads

According to Insider Intelligence, by 2024 US adults will spend more time each day listening to digital audio than they will watching sub OTT services, using social networks, using tablets, or watching videos on their smartphones. Programmatic advertising in gaming is another opportunity for advertisers, with Ad Age recently announcing its expectation that gaming will be “the next huge advertising channel.” At Lighthouse-Ameribase, we can help you reach your audience across digital audio, gaming and video. Our data can be delivered to your choice of platform for quick and easy integration.

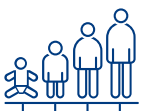
ON-DEMAND AUDIENCES AVAILABLE IN MOST MARKETPLACES

As CTV and OTT grows, new opportunities will arise for marketers to target consumers based on the content they consume across other channels. Lighthouse-Ameribase has recently launched new "TV Enabled" segments, which, in addition to being ideal for CTV and OTT campaigns, can also be used for digital audio, gaming and video campaigns. Our segments are available on most data marketplaces. Choose from:

- Arts & Entertainment
- Arts & Performing Arts
- Books & Magazines
- Demographics
- Finance & Insurance
- Finer Living
- Home & Family
- Interests
- Personal Development
- Purchases
- Travel

CUSTOM AUDIO, GAMING & VIDEO AUDIENCES

As well as offering on-demand audiences, we can create a custom audience for your exclusive use within 72 hours, filtering by:



Demographics



Consumed Content



Interests



Engagements



Location

For recommendations or custom queries, contact:

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