

# CTV, OTT & VIDEO AUDIENCES



**With our CTV audiences, you can reach 240MM individuals in the US**

Streaming content increased by 19% from 2021 and now 86% of U.S. households stream from a connected TV. According to Agility, 55% of consumers will have cut the cord by end of 2022. CTV advertising is a highly effective way to target consumers at the household level when they are at their most engaged. At Lighthouse-Ameribase, we provide marketers with superior accuracy in their CTV targeting, placing an emphasis on quality versus quantity. Our CTV IDs can be delivered to your choice of platform, in your own language, for quick and easy integration.

## TV ENABLED AUDIENCES

Lighthouse-Ameribase has recently launched new "TV Enabled" segments, ideal for your CTV and OTT campaigns. Independent data evaluator, Truthset, found we have the most no. 1 ranked segments for accuracy in comparison to other data providers. These audiences can also be used for digital audio, gaming and video campaigns and can be delivered to your favorite data marketplace. Choose from:

- Arts & Entertainment
- Books & Magazines
- Demographics
- Financial Attributes
- Finer Living
- Gaming & Electronics
- Home & Family
- Interests
- Language Spoken
- Multicultural
- Personal Development
- Pets
- Purchases
- Travel

## OUR REACH BY CHANNEL

- Disney+: 12.5MM individuals
- Tubi: 12MM individuals
- AppleTV: 9.5MM individuals
- Netflix: 7MM individuals
- Hulu: 10MM individuals

## CUSTOM CTV AUDIENCES

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

- Demographics
- Engagements
- Interests
- Location
- Viewed Content



**For recommendations or custom queries, contact:**

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**LIGHTHOUSE LIST**  
COMPANY

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