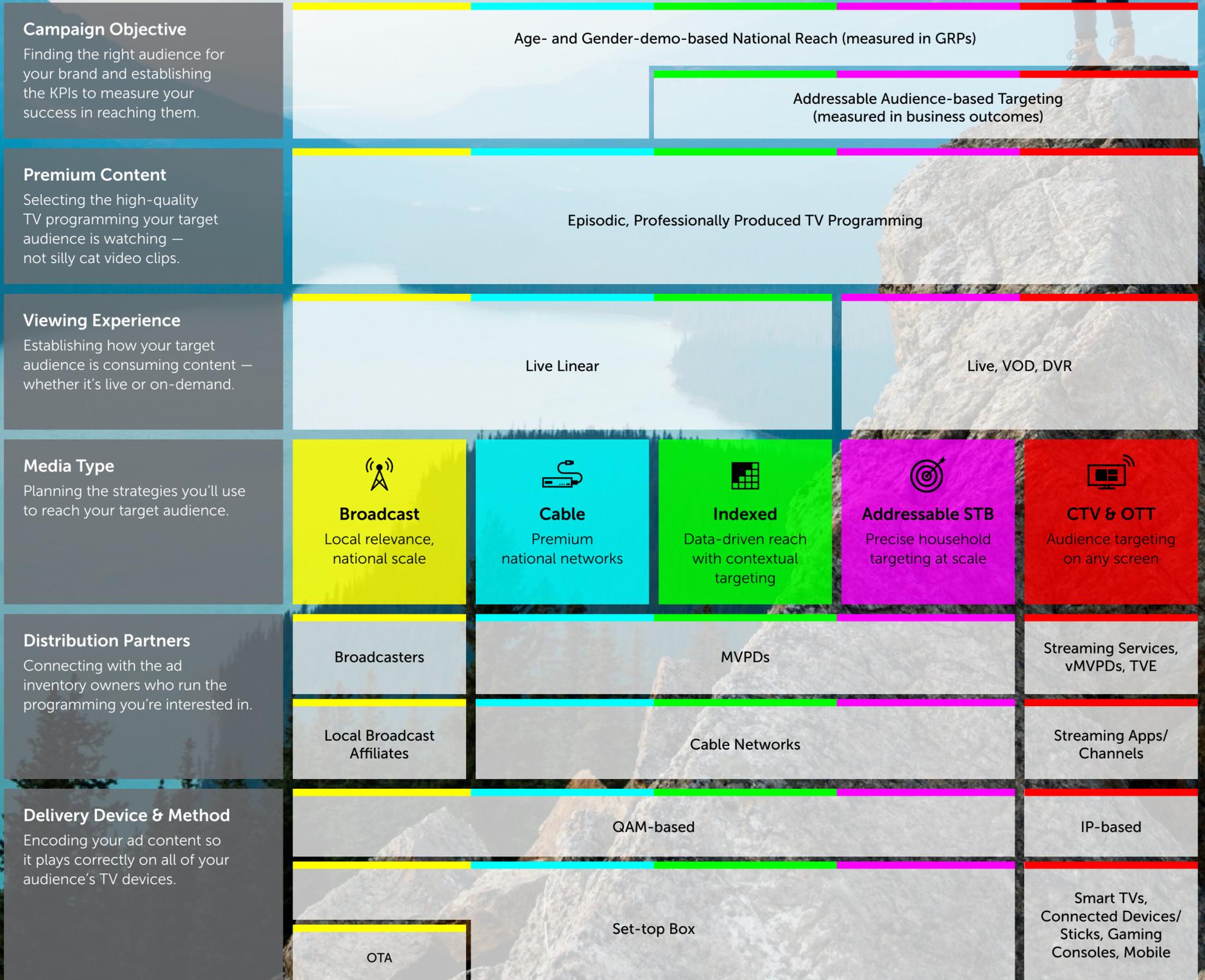




Reaching Across the Fragmented TV Landscape

Today's TV landscape offers the opportunity to reach audiences in more places and in new ways. Though this creates a lot of complexity — and a lot of possibilities to manage.



How Cadent Helps

Reaching your audience throughout the TV ecosystem is challenging.

Cadent helps you navigate this complex landscape and reach your audience across all screens and devices — so you can build your brand and achieve business outcomes.

Plus, Cadent connects data from across the ecosystem, so you can understand what worked, what didn't, and why.

Cadent's reach extends across all forms of TV.

Broadcast
1,100 Stations
210 DMAs

Cable
200 MVPDs
3,200 Zones

Indexed
92+
Cable Networks

Automated access to
62%
 of all addressable impressions

CTV & OTT
155+ Providers
400M Devices