

## AUDIENCE DIRECT: SEASONAL ALIGNMENT

# AWARD SEASON

Maximize your media impact by connecting directly with award show viewers through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated award season Audience Direct package finding the highest concentration of audiences across 125M+ households with proprietary viewership insights to drive optimal business outcomes.

Ensure your ad spend reaches the most valuable segments by securing delivery to award season fans, those who live for trending celebrity news and more across premium publishers seamlessly integrated with Aperture Platform. Powered by the Aperture Viewer Graph, this Audience Direct package ensures efficient campaign scaling, precise targeting, and impactful delivery across relevant content.

### AUDIENCE DATA

Behavioral Data	Viewership Data	Demo/Geographic Data	Example Partners
<ul style="list-style-type: none"> <li>Audiences interested in the Grammys, Oscars, VMA's, Golden Globes, and more</li> <li>Audiences interested in celebrities and celebrity news</li> </ul>	<ul style="list-style-type: none"> <li>Households who are viewers of award shows</li> <li>People who are likely to watch TV content for tentpole events</li> </ul>	<ul style="list-style-type: none"> <li>Location data</li> <li>Income</li> <li>Gender</li> <li>Age</li> </ul>	

CONTENT CATEGORIES
<ul style="list-style-type: none"> <li>Celebrity Fan / Gossip</li> <li>Movies &amp; Music</li> <li>Art/Technology</li> <li>Sci-Fi &amp; Fantasy</li> <li>Video Games</li> <li>International News</li> <li>Oscars</li> <li>Grammys</li> <li>VMA's</li> <li>Golden Globes</li> <li>Arts &amp; Entertainment</li> <li>Award Shows</li> </ul>

### FLEXIBLE ACTIVATION

<p>Linear TV</p>	<p>CTV</p>	<p>Display</p>	<p>OLV</p>	<p>Direct IO</p>	<p>Programmatic</p>	<p>Private Marketplace</p>
------------------	------------	----------------	------------	------------------	---------------------	----------------------------

### BENEFITS OF AUDIENCE DIRECT

- Optimized Costs:** Reduce planning-to-activation steps to boost SPO and optimize spend with bundled data and inventory
- Proprietary Tech:** Leverage Aperture Viewer Graph to target high-intent audiences and real-time viewing for supply curation
- Quality:** Reach verified audiences and filter fraud with Aperture Viewer Graph across omnichannel supply
- Enhanced Reach:** Layer additional custom data onto your award season package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID

[Click here](#) to view a complete library of our Audience Direct Packages.