

AUDIENCE DIRECT: SPORTS ALIGNMENT

BASKETBALL

Maximize your media impact by connecting directly with basketball audiences through targeted audience curation across premium omnichannel inventory.

Leverage Cadent’s curated basketball 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 basketball fans, fantasy basketball enthusiasts, NBA viewers 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

NBA Game Viewership	Basketball Fans	Game Attendees	Example Partners
<ul style="list-style-type: none"> March Madness viewing activity Sports network viewers NCAA viewers 	<ul style="list-style-type: none"> March Madness enthusiasts Fans by NBA or college teams NBA/NCAA merchandise purchasers Likely to attend NBA/ NCAA games 	<ul style="list-style-type: none"> Households likely to attend basketball games Devices that have visited a stadium once in the last 90-days NBA fans based on visitation data to sports venues 	

CONTENT CATEGORIES	NBA	Sports	Sports News	Health
	NCAA	March Madness	College Sports	News
	Basketball	Fitness	Professional Sports	

FLEXIBLE ACTIVATION

 Linear TV	 CTV	 Display	 OLV	 Direct IO	 Programmatic	 Private Marketplace
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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 basketball 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.