

AUDIENCE DIRECT: VERTICAL ALIGNMENT

ENTERTAINMENT

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

Leverage Cadent’s curated insurance 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 entertainment enthusiasts, tapping into their passion for movies, TV, music, and pop culture 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	Location Data	Demographic Data	Example Partners
<ul style="list-style-type: none"> Individuals interested in photography & digital arts or the entertainment industry Installed apps from the "Arts & Entertainment" category Film & TV lovers 	<ul style="list-style-type: none"> Predicted visitors of movie theaters in the next 30 days Visited music venues, theaters, or museums twice in the last 90 days Retailer location 	<ul style="list-style-type: none"> Income Age Gender 	

CONTENT CATEGORIES	Arts & Entertainment	Fine Art	Music	Travel
	Book & Literature	Humor	Television	Gaming
	Celebrity Fan / Gossip	Movies	Adventure Travel	Shopping

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>
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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 entertainment 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.