



TiVo Xtend™ CTV

EXTEND THE REACH OF YOUR TV ADVERTISING CAMPAIGNS

Access premium CTV inventory, layered with **Xtend Audiences**, the industry's most representative linear TV viewership data, to achieve incremental reach and frequency beyond broadcast and cable.



40+ Million Users

Monthly active users, reachable while streaming on the biggest screen in their homes.



50+ Pre-Built Xtend Audiences

Use TiVo's 1st party deterministic Set-Top-Box data to find viewers of specific programming and genres.



Create Custom Audiences

Leverage TiVo's viewership data, or use 1st and 3rd party data for demographic and behavioral targeting.



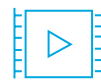
Reach Your Target Households

Run CTV campaigns with complete coverage of the US, including geotargeting and household-level Addressable.



200+ Premium Channels

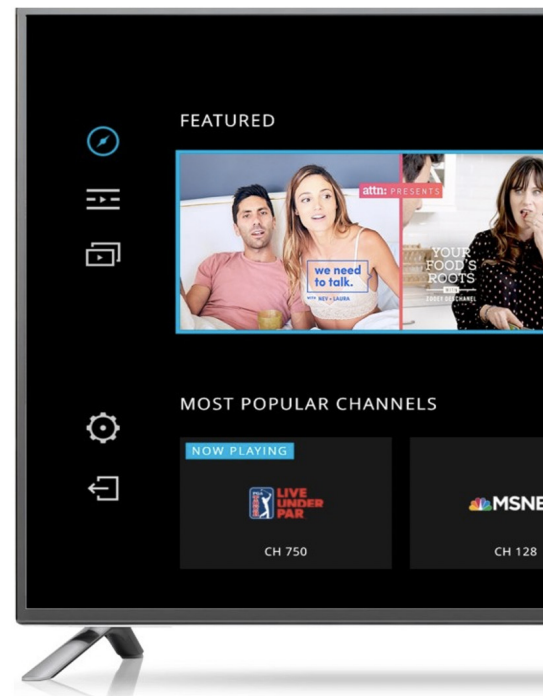
Access best-in-class content across **200+** contextually relevant channels and **12 genres**.



Non-Skippable Inventory

100% Viewable Inventory to guarantee impressions and deliver performance.

FIND NEW AUDIENCES AND ENGAGE LOYAL VIEWERS AS THEY STREAM PREMIUM CONTENT



Connect with Cord Cutters

Engage elusive audiences like light-TV viewers and cord-cutters, where they consume OTT content.



Increase Viewership

Drive tune-in to broadcast TV tentpoles and live events with relevant TV audiences.



Reach Intended Audiences

Build incremental reach with custom unexposed audiences of viewers who missed your linear TV spot.



Better Customer Experiences

Deliver a cohesive brand experience across linear and CTV with synchronized messaging.



Optimize Across Channels

Build frequency on top of linear TV campaigns with custom audiences.



Improve ROAS

Maximize your campaign budget and optimize efficiency with cost-effective CTV buys.



For more information: business.tivo.com | getconnected@tivo.com

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