



Bridge the Gap Between Broadcast and Streaming With TiVo's CTV Advertising

Reach Elusive Audiences as They Stream With TiVo's Exclusive Viewership Data



+6M

TiVo's footprint of first-party, deterministic set-top-box viewership data



+30M

U.S. households reachable through CTV streaming



100%

Viewable, non-skippable inventory to guarantee impressions

Precision targeting for reaching linear TV audiences across CTV



Engage cord-shavers and hard-to-reach audiences as they stream



Build incremental reach with households who missed your linear TV spot



Build frequency on top of broadcast TV campaigns



Promote tune-in to broadcast TV tentpoles and live events



Deliver a cohesive brand experience across linear and CTV



Maximize your campaign budget and optimize efficiency