



TiVo Xtend® TV Audiences

REACH LINEAR TV AUDIENCES ACROSS DIGITAL DEVICES

Powered by TiVo's first-party, deterministic viewership data, **TiVo Xtend TV Audiences** are based on actual linear viewership behaviors to help identify your ideal audience, understand their preferences and engage them across screens with relevant digital targeting.



Incremental Impact

Achieve incremental reach and frequency beyond linear campaigns with customizable digital solutions across CTV, PCs, tablets and mobile devices.



Precision Targeting

Target linear TV audiences by real viewership behaviors and preferences to effectively inform, engage and influence while they're most likely to convert.

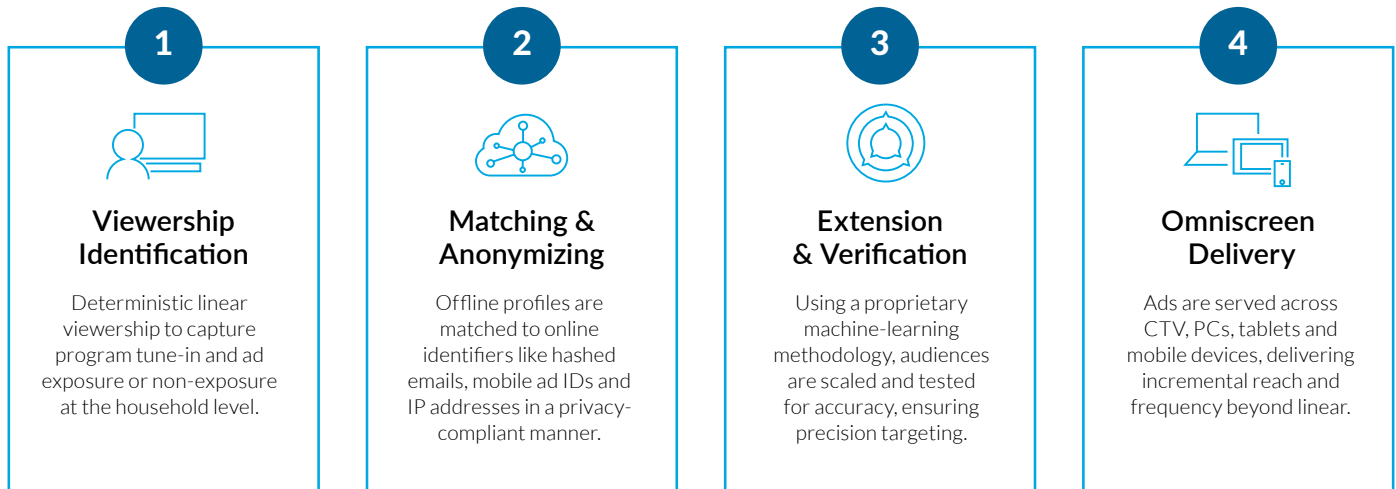


Personalized Experiences

Deliver a brand experience that inspires conversion with cohesive storytelling and relevant messaging to reach and engage your ideal target audiences.

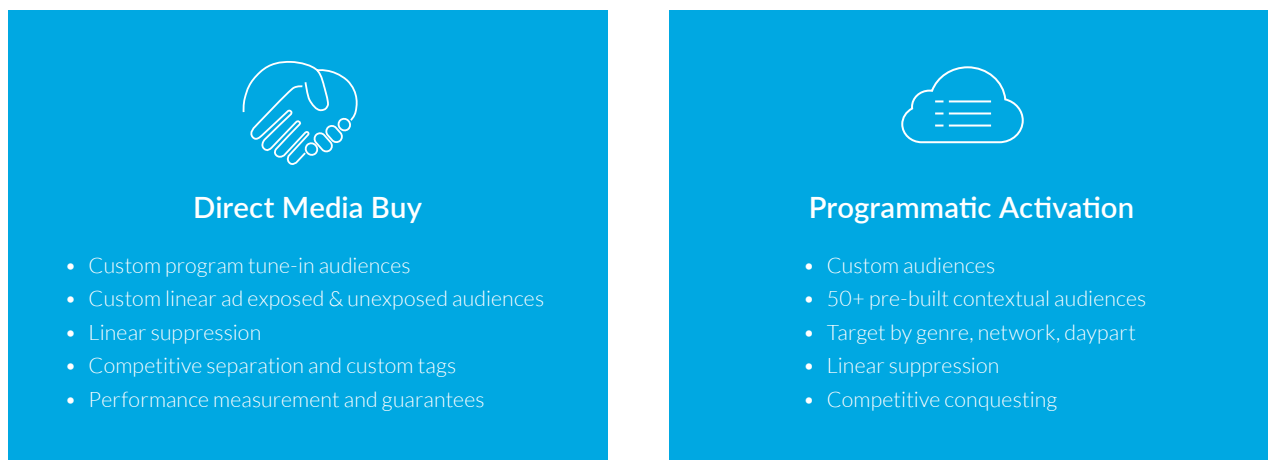
MACHINE LEARNING MEANS BETTER OUTCOMES

Deterministic audiences scaled and verified by a proprietary AI



CUSTOM AUDIENCES TO MEET ANY CAMPAIGN OBJECTIVE

Flexible buying options for seamless activation across any platform



PLATFORM PATH TO TIVO XTEND TV AUDIENCES



Type	Available Segments	Definition of Viewers (Household-Based)
Custom	Create Your Own Custom Audiences	<p>Select from any of the following fields to define a custom segment based on:</p> <ul style="list-style-type: none"> Linear Ad Exposure or Non-Exposed (brand or category level) Purchase intent and other attitudinal data sources can also be combined with TiVo Xtend Pre-Built and Custom Audiences Program Name (choose from Non-Sports vs. Sports Event level and Type e.g., NBA) Demographics: <ul style="list-style-type: none"> - Gender - Age - Household Income - Household Size - Presence of Children - DMA
Behavioral	Light TV Viewers	Deterministic seed audience of viewers with the bottom 20% of TV viewership across programming modeled to represent the national footprint.
Genre	Action Viewers	Deterministic seed audience of viewers of Action programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Comedy Viewers	Deterministic seed audience of viewers of Comedy programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint
	Crime Viewers	Deterministic seed audience of viewers of Crime programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Documentary Viewers	Deterministic seed audience of viewers of Documentary programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Drama Viewers	Deterministic seed audience of viewers of Drama programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint
	Fantasy Viewers	Deterministic seed audience of viewers of Fantasy programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Home Improvement Viewers	Deterministic seed audience of viewers of Home Improvement programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Live Sports Viewers	Deterministic seed audience of viewers of Live Sports programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes modeled to represent the national footprint.
	Reality Viewers	Deterministic seed audience of viewers of Reality TV programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Romance Viewers	Deterministic seed audience of viewers of Romance programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Thriller Viewers	Deterministic seed audience of viewers of Thrillers programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
Daypart-Based	Daytime TV Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode for programming on air Monday through Friday 9AM-4PM modeled to represent the national footprint.
	Late News TV Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode for programming on air Monday through Friday 11PM-11:30PM modeled to represent the national footprint.
	Prime Access TV Viewers	Deterministic seed audience of viewers of at least one original or repeat program airing Monday through Friday 7PM-8PM for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Primetime TV Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode for programming on air Monday through Saturday 8PM-11PM/Sunday 7PM-11PM modeled to represent the national footprint.
Sports Enthusiasts	Sports Enthusiasts – NFL	Deterministic seed audience of viewers of 3 or more NFL Football games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts – NFL Super Bowl	Deterministic seed audience of tune-in to the Super Bowl for a minimum of 6 consecutive minutes modeled to represent the national footprint.

Type	Available Segments	Definition of Viewers (Household-Based)
Broadcast, Cable Network & Pay-TV Viewers	Cable News Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes on CNN, MSNBC, CNBC, Fox News, HLN for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Local News Viewers	Deterministic seed audience of viewers with tune-in to 3 or more local news programs for a minimum of 6 consecutive minutes per episode modeled to represent national footprint.
	Spanish-Language Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes on Univision, Telemundo, Uni Mas, Univision Deportes, TEL, Galavision, Estrella TV, Fox Deportes, ESPN Deportes, CNN en Espanol, Discovery en Espanol, NBC Universo, History Channel en Espanol, Discovery Familia for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	ABC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on ABC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	BET Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on BET network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Bravo Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Bravo network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	CBS Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on CBS network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	CNBC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on CNBC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	CNN Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on CNN network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Discovery Channel Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Discovery Channel for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	ESPN Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on ESPN network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Food Network Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Food Network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	FOX Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on FOX network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Fox News Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Fox News network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	HGTV Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on HGTV network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	MSNBC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on MSNBC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	NBC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on NBC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Nickelodeon Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Nickelodeon network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	TNT Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on TNT network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.



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