

Reaching Across the Fragmented TV Landscape

Today's TV landscape offers the opportunity to reach audiences in more places and in new ways. Though this creates a lot of complexity — and a lot of possibilities to manage.



Campaign Objective Finding the right audience

Finding the right audience for your brand and establishing the KPIs to measure your success in reaching them.

Premium Content

Selecting the high-quality
TV programming your target
audience is watching —
not silly cat video clips.

Viewing Experience

Establishing how your target audience is consuming content — whether it's live or on-demand.

Live, VOD, DVR

Media Type

Planning the strategies you'll use to reach your target audience.

Broadcast

Local relevance, national scale

Broadcasters

Local Broadcast

Affiliates

OTA

Live Linear

Cable

Premium national networks

Age- and Gender-demo-based National Reach (measured in GRPs)

Episodic, Professionally Produced TV Programming

Indexed

Data-driven reach with contextual targeting

MVPDs

Cable Networks

6

Addressable Audience-based Targeting

(measured in business outcomes)

Addressable STB

Precise household targeting at scale



CTV & OTT

Audience targeting on any screen

Streaming Services,

vMVPDs, TVE

Streaming Apps/

Channels

Distribution Partners

Connecting with the ad inventory owners who run the programming you're interested in.

Delivery Device & Method

Encoding your ad content so it plays correctly on all of your audience's TV devices.

A P

QAM-based

Set-top Box

IP-based

Smart TVs, Connected Devices/ Sticks, Gaming Consoles, Mobile

How Cadent Helps

Reaching your audience throughout the TV ecosystem is challenging.

Cadent helps you navigate this complex landscape and reach your audience across all screens and devices — so you can build your brand and achieve business outcomes.

Plus, Cadent connects data from across the ecosystem, so you can understand what worked, what didn't, and why.

Cadent's reach extends across all forms of TV.

200 MVPDs
3,200 Zones

Automated access to **62%**

of all addressable impressions

1,100 Stations
210 DMAs

Indexed

92+
Cable Networks

TTV & OTT

155+ Providers

400M Devices

© 2022 Cadent. All Rights Reserved. August 2022.