

BESPOKE



1. Viewer attributes

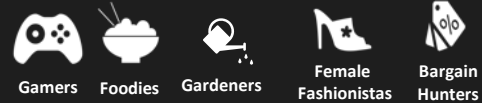
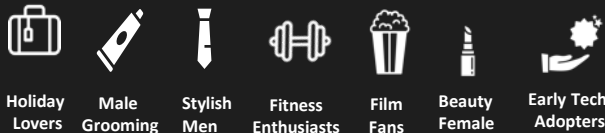
Reach viewers on their demographics and interests

REGISTRATION AND PANEL DATA



16-34 adults 16-34 Men 16-34 Wmn Abc1 adults Abc1 Men Abc Wmn

INTEREST GROUP QUALIFICATION



Time of day

2. Viewer Consumption

Reach viewers on what, where and when they are watching.

GENRE DELIVERED INTO



PLATFORM GROUP DELIVERED INTO



WHEN ACTIVITY IS DELIVERED

3. Viewing history

Reach viewers on their history of programme & device viewing.

HAS WATCHED:



HAS WATCHED:



HAS WATCHED VIA:



THE RULES

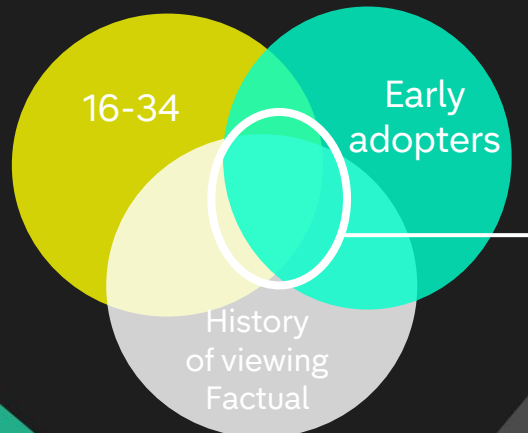
Bespoke segments are built using two methodologies. Attributes can be combined on an AND or OR basis.

AND

Resulting segment consists of Users/delivery that qualifies against all criteria matched, simultaneously.

I.e. reaching users that are 16-34 that are also (AND) Early Adopters AND also have history of viewing Factual.

These segments are very niche and precise.



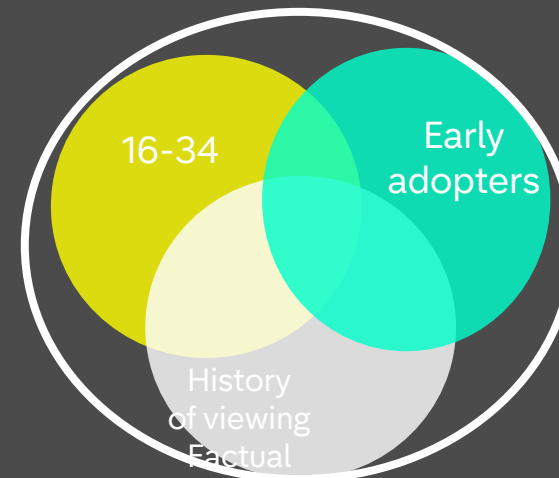
Resulting segment
(Intersect of all 3 audiences).

OR

Resulting segment consists of sum of Users/delivery, that are required to qualify against at least one criteria only.

I.e. reaching users that are 16-34 OR Early Adopters OR have History of viewing Factual content.

These segments can be used to build more scale.



Resulting segment
(Sum of all 3 audiences).