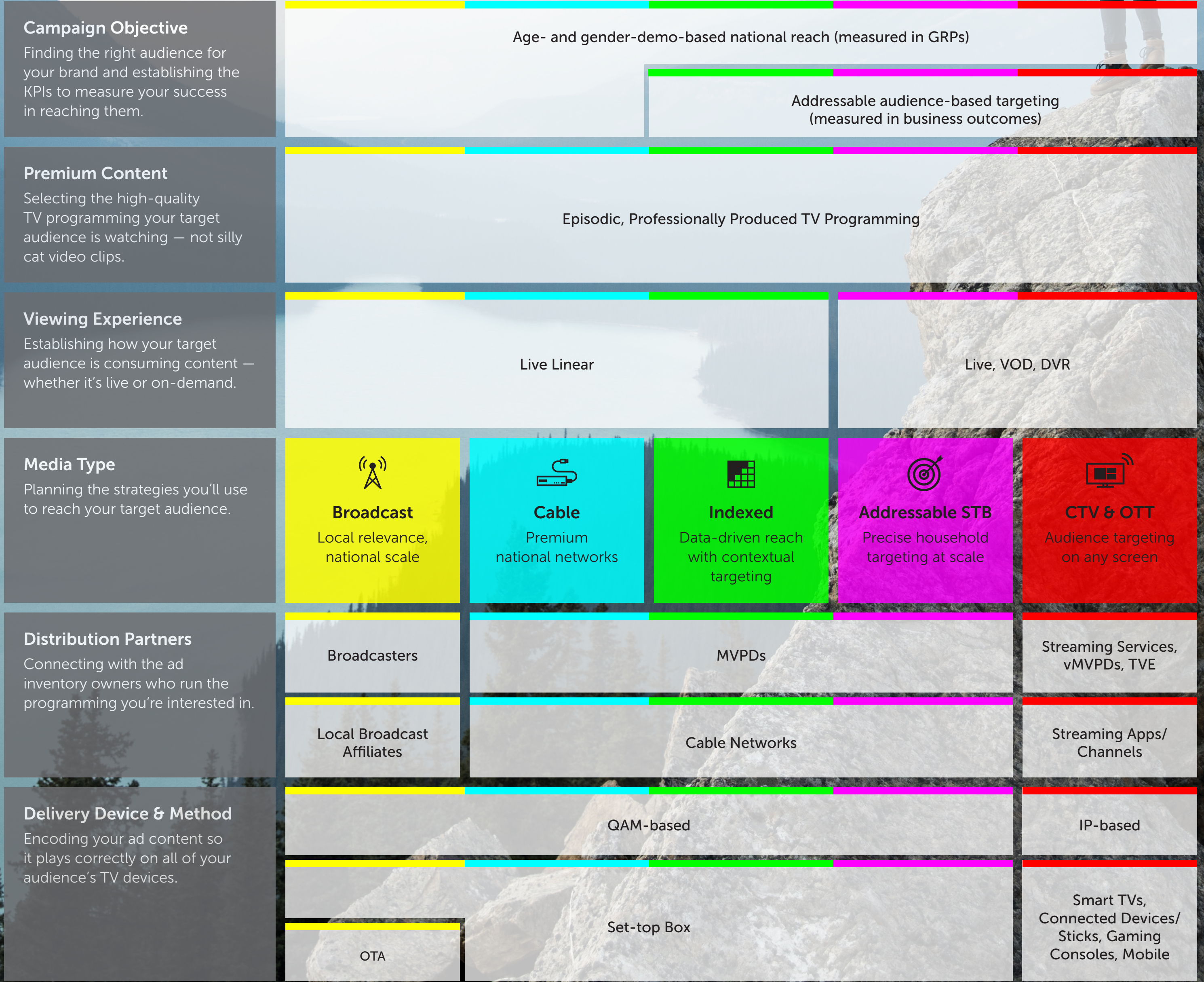


Reaching Across the Fragmented TV Landscape

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



How Cadent Helps

Reaching your audience at every possible point in the TV ecosystem is challenging.

Cadent helps you navigate this complex landscape and extend your reach across every combination of channel, device, and viewing experience — so you can build your brand and reach your goals with a complete audience, wherever they're watching.

Plus, Cadent gathers data from across this ecosystem, so you can understand what worked, what didn't, and why — and do it even better the next time.

Cadent's reach extends across all forms of TV.

Broadcast
1,100 Stations
210 DMAs

Cable
200 MVPDs
3,100 Zones

Indexed
90+ Cable Networks

Addressable STB
70M Enabled HHs

CTV & OTT
100+ Providers
500M Devices