

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.



Campaign Objective

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.

Media Type

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

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.

Age- and gender-demo-based national reach (measured in GRPs)

Addressable audience-based targeting (measured in business outcomes)

Episodic, Professionally Produced TV Programming

with contextual

targeting

MVPDs

Cable Networks

Live Linear

Local relevance, national scale

Broadcasters

Broadcast

OTA

Cable Indexed Data-driven reach

Premium

Local Broadcast

national networks

Affiliates

QAM-based

Set-top Box

Addressable STB

Precise household targeting at scale

Streaming Services, vMVPDs, TVE

Live, VOD, DVR

Streaming Apps/ Channels

CTV & OTT

IP-based

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

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.

Cable 200 MVPDs **3,100** Zones

Addressable STB 70M Enabled HHs

Broadcast 1,100 Stations **210** DMAs

Indexed 90+ **Cable Networks**

CTV & OTT 100+ Providers 500M Devices