

Reach your audience on CTV devices

Connect with your target audiences effectively using **+190 privacy-safe data segments** based on Cookieless IDs and CTV IDs.

What type of data does OnAudience provide?

Along with over 3,000 predefined audience segments, we provide access to additional devices such as CTV and OTT, helping you connect with your audience on mobile devices and internet-connected TVs.



Connected TV (CTV) Data

Data about users of any type of TV that is capable of streaming digital video, such as Apple TV. Includes smart TVs as well as connected devices like Xbox or Chromecast.



Over-the-top (OTT) Data

We deliver data about users of OTT - audiences who watch TV content through the internet and over the standard, closed TV system, e.g. Netflix, Hulu, HBO Max, Amazon Prime.

Reach your target audience while watching their favorite shows:

Network

Category of content in which the user was interested.

- > ABC
- > FOX
- > AMC

Genre

Category of content in which the user was interested.

- > Documentary
- > Science
- > Travel

VOD

Service someone was using to consume the content.

- > Hulu
- > Roku
- > Apple TV

[Talk to our team to get the full list](#)

On various CTV devices

Find out on what devices your audience is more likely to interact:

(OTT) Streaming Services

Streaming Devices

Gaming consoles

Reach your audience on CTV devices

Enrich your Audiences Data with CTV Data to understand your audience's areas of interest, needs, and habits across different devices.



Audience Data



CTV Data

Why should you launch your CTV campaign?

Grab your audience's attention while watching their favorite shows:



88% of US households own at least one internet CTV device.



Average US adults watch CTV **123.4** minutes a day in 2024.



CTV offers **84%** better targeting capabilities than traditional linear TV.



CTV boasts a **51.5%** ad attention rate, significantly higher than other digital formats.

CTV Audience Data reach across the globe



559 M
U.S.



15.9 M
Australia



13.4 M
Mexico



11.2 M
Brazil



9.25 M
Canada



7.62 M
India

Utilize the power of CTV data



Launch tailored campaigns, and achieve desired objectives using the power of CTV data to maximize your campaign success.

data@onaudience.com