

How Well Do You Know Streamers?



Boosting your engagement and nailing precise targeting come down to really understanding your audience. We know that audience and we've got the insights to help you target them effectively!

Our Streaming Audience¹

Households



73%
Married



31%
College grads



25%
more likely to have
children in HH

Multicultural

24%
more likely to
be Hispanic



16%
more likely to be
African-American

Housing and Income Trends



61%
are
homeowners



48.6%
HH income
\$75K+

33.8%
HH Income
\$100K+

Viewership Data

Genres



38%
Sports



47%
Entertainment



15%
News

Top-Watched Shows²



NBA



SportsCenter



Law & Order SVU



The First 48



Friends

1.8 Billion
Total Hours Streamed YTD



Make the **most** of your streaming ad buy with Spectrum TV.³

#1

for hours
watched per HH

#1

for days
viewed per month

Ready to reach streamers?

Connect with us today, and we'll unlock the potential of your advertising.



SpectrumReach.com



Sources: (1.) Spectrum Reach Audience Measurement Platform – Demographics from Experian. Full Spectrum Footprint geography: Q2 2023 reporting. STVA HH Defined: Spectrum subscribing HH that uses Spectrum STV App. (2.) Spectrum Reach Audience Measurement Platform. Full Spectrum Footprint geography: Jan 1 through August 5, 2023 reporting. STVA Viewership full footprint aggregated hours viewed – Total HH (no audience Selected). (3.) ComScore CTV Intelligence™, CTV devices, Monthly Averages Q1 2023. Geography = Spectrum Footprint (zip codes). Note: Rank of Total Time Spent based on Average Monthly Hours (000) within Spectrum Reach Footprint *Excluding non-video streaming services and Xfinity Stream. Definitions: Hours Per HH = Total Hours / Total OTT HHs. Total Hours = is the sum of all viewing hours on the service from all viewing HH in the month.