

5 WAYS

Spectrum Reach is Harnessing Multiscreen Chaos

Today's complex multiscreen landscape presents challenges for marketers. **Constant churn and overwhelming choice** are making it difficult for campaigns to reach a critical mass of viewership. However, there are solutions to these problems.

At this year's Streaming Media NYC, Spectrum Reach's SVP for marketing, Michael Guth, presented a vision for how to **unify fragmentation, mitigate churn, and reach audiences across platforms**. Read below for five major takeaways from the keynote address, in which Guth began with one simple question: Where do today's audiences spend the most time watching TV?

1

Go where audiences are watching.

The fragmented multiscreen landscape can be simplified by focusing on where audiences spend the most time. Consumers no longer make a distinction between broadcast, cable, and streaming—they watch what they want, when they want to watch it.

2

Share of viewership matters.

With access to the most aggregated linear and streaming viewing, SR is the #1 multiscreen video partner in our markets.⁴ And if you look at Spectrum Reach relative to others in the market, you can see how we've harnessed fragmentation by seamlessly delivering audiences across channels and platforms better than anyone else.

3

Embrace a common definition of "linear."

Linear is alive and well. Not only does it represent more than half of all TV watching,¹ but it now also includes FAST channels and vMVPD apps. Linear should now be defined as TV on a schedule, not as a platform or method of delivery.

4

When it comes to inventory sources, 1+1=3!

Audiences switch back and forth between live and on-demand content. Spectrum Reach analyzed nearly 1,500 multiscreen campaigns to see the impact of adding streaming to linear set-top box TV schedules and vice versa. On average, streaming extended the reach of linear set-top box schedules by 52%, and linear extended streaming's reach by 131%.²

5

High-quality, privacy-focused first-party data is essential.

Spectrum Reach has a direct relationship with over 30 million Spectrum households, allowing us to gather valuable insights that provide brands with precisely targeted, efficient campaigns. These insights can also be layered with third-party data from over 70 data partners to deliver even more effective results. Traditional methods for CTV addressable, like matching a user through an IP address, produce around a 60% match rate. Our approach enables advertisers to achieve a 95% addressable match rate—unheard of in the business!³

As an advertiser, it's important to work with providers who can transact across programmatic, managed service and offer addressable solutions across platforms, so you can find the audience you need. Make sure to find a partner who offers optionality, interoperability, and data transparency, so you know what's working.

At Spectrum Reach, we're building a re-imagined, simpler TV future, where it's easy for brands to reach audiences and drive results.

1. <https://www.nielsen.com/data-center/the-gauge/>

2. Spectrum Reach AM Campaign Data. Date – Q42023. O&O & Partner Affiliates. *Includes all campaigns with Streaming TV & linear set-top box. Total Campaigns – 1,476 *Reach Lift - % of new HHs reached

3. CIMM, Guidelines for Planning & Buying Addressable TV Advertising, February 2024

4. Nielsen NLTV, Metered Markets within our footprint, Live + SD, Q1 2024 (01/04/2024 - 03/27/2024), Daypart: M-Su 6a-6a, P2+

Nielsen Local Streaming Meter Insights Report, Metered Markets within our footprint, Total Persons 2+, Q1 2024 (01/04/2024 - 03/27/2024) 6a-6a Average Impressions