



TiVo Xtend™

Audiences Taxonomy


REACH LINEAR TV AUDIENCES ACROSS DIGITAL DEVICES

Powered by TiVo's first-party, deterministic viewership data, **TiVo Xtend Audiences** are based on actual linear viewership behaviors to help identify your ideal audience, understand their preferences and engage them across screens with relevant digital targeting.





Incremental Impact

Achieve incremental reach and frequency beyond linear campaigns with customizable digital solutions across CTV, PCs, tablets and mobile devices.



Precision Targeting

Target linear TV audiences by real viewership behaviors and preferences to effectively inform, engage and influence while they're most likely to convert.

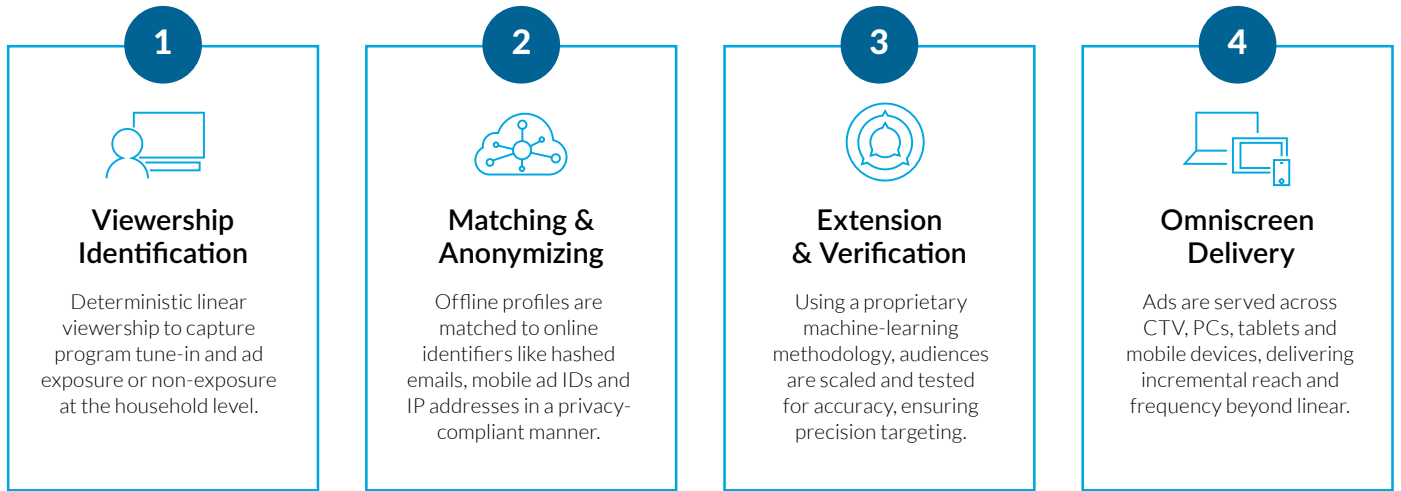


Personalized Experiences

Deliver a brand experience that inspires conversion with cohesive storytelling and relevant messaging to reach and engage your ideal target audiences.

MACHINE LEARNING MEANS BETTER OUTCOMES

Deterministic audiences scaled and verified by a proprietary machine learning methodology



CUSTOM AUDIENCES TO MEET ANY CAMPAIGN OBJECTIVE

Flexible buying options for seamless activation across any platform

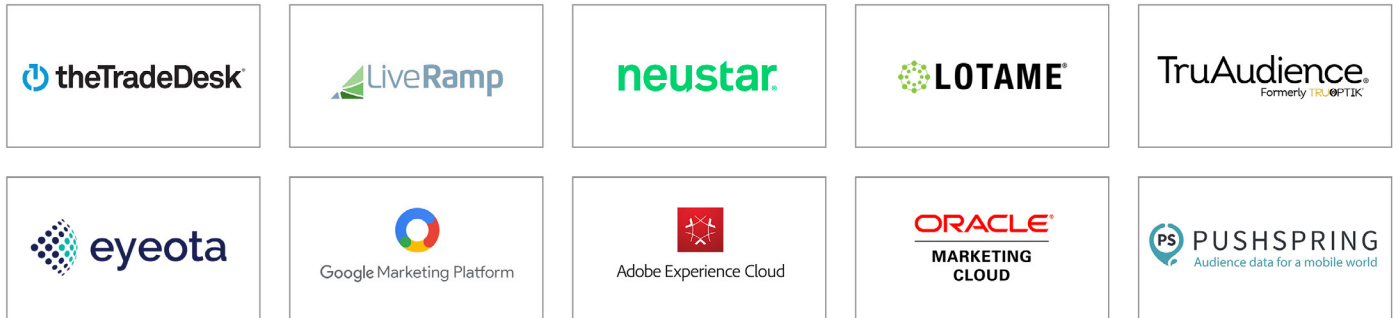
Direct Media Buy

- Custom program tune-in audiences
- Custom linear ad exposed & unexposed audiences
- Linear suppression
- Competitive separation and custom tags
- Performance measurement and guarantees

Programmatic Activation

- Custom audiences
- 50+ pre-built contextual audiences
- Target by genre, network, daypart
- Linear suppression
- Competitive conquering

AVAILABLE PARTNERS



PLATFORM PATHS TO TIVO XTEND™ AUDIENCES



	<p>BDEX > Interest > Television > TiVo</p>
	<p>TIVO > Network > TIVO > Behavioral > TIVO > Daypart Based ></p>
	<p>Television > Behavioral > TiVo Television > Daypart > TiVo Television > Network > TiVo</p>
 	<p>US TiVo > Daypart Based US TiVo > Genre Based US TiVo > Network</p>

Type	Available Segments	Definition of Viewers (Household-Based)
Custom	Create Your Own Custom Audiences	Select from any of the following fields to define a custom segment based on: <ul style="list-style-type: none"> Linear Ad Exposure or Non-Exposed (brand or category level) Program Name (choose from Non-Sports vs. Sports Event level and Type e.g. NBA) Demographics: <ul style="list-style-type: none"> - Gender - Household Income - Presence of Children - Age - Household Size - DMA
Behavioral	Heavy TV Viewers	Deterministic seed audience of viewers with the top 20% of TV viewership across programming modeled to represent the national footprint.
	Light TV Viewers	Deterministic seed audience of viewers with the bottom 20% of TV viewership across programming modeled to represent the national footprint.
Genre-Based	Holiday Viewers	Deterministic seed audience of viewers of any Holiday programming (including Christmas) with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Daytime Soap Opera Viewers	Deterministic seed audience of viewers of <i>The Bold and the Beautiful</i> , <i>General Hospital</i> , <i>Days of Our Lives</i> , <i>The Young and the Restless</i> with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Drama Viewers	Deterministic seed audience of viewers of Drama programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint
	Comedy Viewers	Deterministic seed audience of viewers of Comedy programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint
	Reality Viewers	Deterministic seed audience of viewers of Reality TV programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Live Sports Viewers	Deterministic seed audience of viewers of Live Sports programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes modeled to represent the national footprint.
	Home Improvement Viewers	Deterministic seed audience of viewers of Live Sports programming with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes modeled to represent the national footprint.
Daypart-Based	Daytime TV Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode for programming on air Monday through Friday 9AM-4PM modeled to represent the national footprint.
	Early Fringe TV Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode for programming on air Monday through Friday 4PM-6PM modeled to represent the national footprint.
	Early Morning TV Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode for programming on air Monday through Friday 5AM-9AM modeled to represent the national footprint.
	Late Fringe TV Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode for programming on air Monday through Friday 11:30PM-1AM modeled to represent the national footprint.
	Late News TV Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode for programming on air Monday through Friday 11PM-11:30PM modeled to represent the national footprint.
	Prime Access TV Viewers	Deterministic seed audience of viewers of at least one original or repeat program airing Monday through Friday 7PM-8PM for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Primetime TV Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes for a minimum of 6 consecutive minutes per episode for programming on air Monday through Saturday 8PM-11PM/Sunday 7PM-11PM modeled to represent the national footprint.
Live TV Tentpoles	Golden Globes Viewers	Deterministic seed audience of viewers with tune-in to the Golden Globes for a minimum of 6 consecutive minutes modeled to represent the national footprint.
	Oscars Viewers	Deterministic seed audience of viewers with tune-in to the Oscars for a minimum of 6 consecutive minutes modeled to represent the national footprint.
	Grammys Viewers	Deterministic seed audience of viewers with tune-in to the Grammys for a minimum of 6 consecutive minutes modeled to represent the national footprint.
Olympics Viewers	2021 Summer Olympics Viewers - Opening Ceremony	Deterministic seed audience of viewers with tune-in to the Summer Olympics Opening Ceremony for a minimum of 6 consecutive minutes modeled to represent the national footprint.
	2021 Summer Olympics Viewers - Closing Ceremony	Deterministic seed audience of viewers with tune-in to the Summer Olympics Closing Ceremony for a minimum of 6 consecutive minutes modeled to represent the national footprint.
	2021 Summer Olympics Viewers - Total Viewers	Deterministic seed audience of viewers of 3 or more original and repeat telecasts throughout the entire duration of the Summer Olympics, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	2021 Summer Olympics Viewers - Week 1	Deterministic seed audience of viewers of 3 or more original and repeat telecasts during Week 1 of the Summer Olympics, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	2021 Summer Olympics Viewers - Week2	Deterministic seed audience of viewers of 3 or more original and repeat telecasts during Week 2 of the Summer Olympics, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	2018 Winter Olympics Viewers - Opening Ceremony	Deterministic seed audience of viewers with tune-in to the Winter Olympics Opening Ceremony for a minimum of 6 consecutive minutes modeled to represent the national footprint.
	2018 Winter Olympics Viewers - Closing Ceremony	Deterministic seed audience of viewers with tune-in to the Winter Olympics Closing Ceremony for a minimum of 6 consecutive minutes modeled to represent the national footprint.
	2018 Winter Olympics Viewers - Total Viewers	Deterministic seed audience of viewers of 3 or more original and repeat telecasts throughout the entire duration of the Winter Olympics, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	2018 Summer Olympics Viewers - Week 1	Deterministic seed audience of viewers of 3 or more original and repeat telecasts during Week 1 of the Winter Olympics, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	2018 Summer Olympics Viewers - Week 2	Deterministic seed audience of viewers of 3 or more original and repeat telecasts during Week 2 of the Winter Olympics, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.

Type	Available Segments	Definition of Viewers (Household-Based)
Sports Enthusiasts	Sports Enthusiasts - NFL	Deterministic seed audience of viewers of 3 or more NFL Football games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - MLB	Deterministic seed audience of viewers of 3 or more MLB Baseball games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - NHL	Deterministic seed audience of viewers of 3 or more NHL Hockey games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - NBA	Deterministic seed audience of viewers of 3 or more NBA Basketball games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - WNBA	Deterministic seed audience of viewers of 3 or more WNBA Basketball games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - NWSL	Deterministic seed audience of viewers of 3 or more NWSL Soccer games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - Nascar	Deterministic seed audience of viewers of 3 or more Nascar races, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - PGA	Deterministic seed audience of viewers of 3 or more PGA Tournaments, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - LPGA	Deterministic seed audience of viewers of 3 or more LPGA Tournaments, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - NWHL	Deterministic seed audience of viewers of 3 or more NWHL Hockey games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - College Football	Deterministic seed audience of viewers of 3 or more NCAA College Football games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - College Basketball	Deterministic seed audience of viewers of 3 or more NCAA College Basketball games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - March Madness	Deterministic seed audience of viewers of 3 or more March Madness games, original and repeat telecasts, for a minimum of 6 consecutive minutes per game modeled to represent the national footprint.
	Sports Enthusiasts - NFL Super Bowl	Deterministic seed audience of viewers with tune-in to the Super Bowl for a minimum of 6 consecutive minutes modeled to represent the national footprint.
	Sports Enthusiasts - MLB World Series	Deterministic seed audience of viewers with tune-in to the MLB World Series for a minimum of 6 consecutive minutes modeled to represent the national footprint.
Sports Enthusiasts - MLB Playoffs	Deterministic seed audience of viewers with tune-in to the MLB Playoffs for a minimum of 6 consecutive minutes modeled to represent the national footprint.	
Broadcast, Cable Network & Pay-TV Viewers	Cable News Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes on CNN, MSNBC, CNBC, Fox News, HLN for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Spanish-Language Viewers	Deterministic seed audience of viewers with tune-in to 3 or more original or repeat episodes on Univision, Telemundo, Uni Mas, Univision Deportes, TEL, Galavision, Estrella TV, Fox Deportes, ESPN Deportes, CNN en Espanol, Discovery en Espanol, NBC Universo, History Channel en Espanol, Discovery Familia for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	A&E Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on A&E network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	ABC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on ABC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	AMC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on AMC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	BET Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on BET network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Bravo Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Bravo network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Cartoon Network Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Cartoon Network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	CBS Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on CBS network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Cinemax Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Cinemax for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	CNBC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on CNBC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	CNN Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on CNN network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	The CW Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on The CW network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.

Type	Available Segments	Definition of Viewers (Household-Based)
Broadcast, Cable Network & Pay-TV Viewers (cont'd)	Discovery Channel Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Discovery Channel for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Disney Channel Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on The Disney Channel for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	E! Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on E! network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	ESPN Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on ESPN network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Food Network Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Food Network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	FOX Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on FOX network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Freeform Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on FreeForm network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	HBO Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on HBO for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	HGTV Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on HGTV network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	History Channel Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on The History Channel for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	MSNBC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on MSNBC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	MTV Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on MTV network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Nat Geo Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on National Geographic network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	NBC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on NBC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Nickelodeon Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Nickelodeon network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	PBS Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on PBS network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	Showtime Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Showtime for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	STARZ Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on Starz for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	SYFY Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on SYFY network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
	TBS Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on TBS network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.
TLC Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on TLC network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.	
TNT Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on TNT network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.	
USA Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on USA network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.	
VH1 Viewers	Deterministic seed audience of viewers of 3 or more original or repeat program episodes airing on VH1 network for a minimum of 6 consecutive minutes per episode modeled to represent the national footprint.	



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