



TV MEDIA CAPABILITIES



TELEVISION FORMATS



As technology evolves television viewership into new formats, our service offerings stay ahead of the curve. We extend our clients' messaging across the latest television screens and devices on the market.

ADDRESSABLE TV

SERVE MEDIA ONLY TO SELECT HOUSEHOLDS ON A 1:1 BASIS.

MOBILE APP

TARGET ON-THE-GO TV AUDIENCES STREAMING ON MOBILE DEVICES.

CONNECTED/OTT

REACH CORD CUTTERS ON APPLE TV, ROKU, FIRESTICK & SMART TV.

LINEAR TV

ADVERTISE IN REAL TIME PROGRAMMING THAT AIRS ACCORDING TO A SET SCHEDULE.

BUYING REACH



Our buying reach for broadcast, syndicated and network television covers over 95% of the population in the US. That's 267 million viewers! That means we can target your audience segments everywhere, whether you're advertising on a local, regional or national scale.



NATIONAL CABLE



SYNDICATED



LOCAL SPOT



SATELLITE TV

AUDIENCE TARGETING



Wingman's proprietary audience management platform **haloAMP** holistically identifies and engages consumers with targeted, relevant media placements and messaging across the entire media ecosystem. haloAMP helps advertisers reduce media waste, maximize efficiency and drive greater response from your TV advertising.