

# SPOTX + A+E NETWORKS™

## MAKE YOUR NEXT TV BUY LEGENDARY

A+E Networks is a collection of culture brands that includes A&E®, HISTORY®, Lifetime®, Lifetime Movies™, FYI™, and BIOGRAPHY® — watched in homes across the country on multiple devices, at scale.

Celebrating the stories that have shaped history and the personalities that have defined generations, from past to present. A+E Networks is the go-to destination for the culturally curious and creative minded.



Audiences are shifting in the way they watch TV — from Gen Z to Boomers — meaning advertisers need to explore incremental ad-supported viewership platforms, including OTT. 73 percent of adults 18+ who typically watch streaming video say they watch ad-supported OTT<sup>1</sup>.

A+E NETWORKS™



fyi,

BIOGRAPHY

# SPOTX IS THE #1 VIDEO AD ECOSYSTEM<sup>2</sup>

Providing inventory across all screens accessible through the Open Marketplace or Private Marketplaces — including Automated Guaranteed.

With SpotX and A+E Networks you can reach highly desired TV audiences who have chosen to cut the cord, including:



**MILLENNIALS**



**CULTURE, POLITICS,  
HISTORY ENTHUSIASTS**



**FAMILIES**



**ALL DEVICE TYPES, ALWAYS ON.**



**1:1  
PUBLISHER DIDS**



**CURATED  
MARKETPLACES**

**Contact SpotX or A+E today for more information.**

**SPOTX** + **A+E** NETWORKS™

Source: <sup>1</sup>IAB report, Ad Receptivity, and the Ad-Supported OTT Viewer. <sup>2</sup>comScore (Video Metrix Report - video ad ecosystem).