

CURATED PACKAGES FOR THE “NEW NOW”



Off-the-shelf inventory packages to reach today's consumer

SpotX has created a suite of carefully curated inventory packages based on trending audience segments to help advertisers effectively reach consumers. We recommend utilizing these packages as a way to quickly and easily target audiences that have shifted away from traditional viewership patterns (such as live sports and linear programming).

These packages are primarily CTV-focused but can be customized to include OLV publishers for additional reach and scale upon request.



FEMALE SKEWING

Consists of inventory that skews toward female consumers - offers efficient targeting for products or services tailored toward females.

Sample Networks:

Lifetime, Bravo, Food Network, Hallmark Channel, We TV, Oxygen, OWN

Sample Shows:

This Old House, Cold Case Files, The Hills, Behind the Dish, 90 Day Fiance, House Hunters



MALE SKEWING

Consists of inventory that skews toward male consumers - perfect for products or services that resonate with males.

Sample Networks:

ESPN, Adult Swim, FX, Wired, MotorTrend, Fox Business, Comedy Central, The Golf Channel

Sample Shows:

Sports Center, Alaskan Bush People, Expedition Unknown, Outnumbered, Man v Wild



WELLNESS

Consists of food, exercise, and health-related inventory – ideal for products that support a healthy lifestyle, particularly those available for online purchase.

Sample Networks:

Food Network, Cooking Channel, Food TV, Tastemade

Sample Shows:

Rachel Ray's Week in a Day, Good Eats, Struggle Meals, Off-Menu, Kitchen Nightmares



FAMILY FRIENDLY

Consists of inventory that skews toward families and households with children – particularly well suited to CPG, QSR, retail, and financial service brands.

Sample Networks:

Lifetime, Cartoon Network, Freeform, Nick Jr., TLC, Nickelodeon, Animal Planet

Sample Shows:

Toddlers & Tiaras, America's Funniest Home Videos, Superhero Kids, Teen Titans Go



GAMING

Consists of gaming-related inventory* capturing online gaming enthusiasts, casual gamers, and esports fans – ideal for reaching highly engaged online audiences.

Sample Games/Apps/Shows:

World Poker Tour, Words with Friends, The Sims, Modern Combat, Tetris Blitz, Bejeweled

* Primarily OLV inventory due to the nature of Gaming – does include a subset of CTV.



SPORTS

Consists of endemic sports programming, providing sports fans with content to fuel their passions while live sporting events are paused.

Sample Networks:

ESPN, NHL.tv, NFL Network, Fox Networks Group, Univision Deportes

Sample Shows:

Sports Center, 30 on 30, E-League, All Elite Wrestling, The Jump, Pardon the Interruption