

Reach TV viewers wherever they watch.

Sling TV is a leading over-the-top (OTT) streaming service, providing cord-cutters and cord-nevers with access to the television content they enjoy the most — delivering 90+ channels across all genres including primetime favorites, family entertainment, sports, drama, movies, and news.



Reach OTT audiences at scale

Audiences are shifting in the way they watch TV from Generation Z to Baby Boomers, meaning advertisers need to explore other ad-supported viewership platforms including OTT and connected TV (CTV).

According to Comscore, 64 million households now watch streamed content via connected TV — with the majority of adult viewers (73 percent) watching ad-supported OTT (IAB Video Center of Excellence).

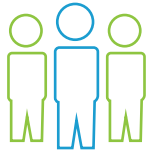
SpotX is the top video ad ecosystem

Providing Sling TV inventory across all screens accessible through the open marketplace or private marketplaces — including programmatic guaranteed.

Connecting brands with fans across more than 1500 news and sports sites.



Millennials



Families



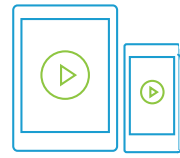
Sports fans



CTV



Desktop



Mobile apps



**1:1
Publisher DIDs**



**Curated
marketplaces**

Sling TV supports server-side ad insertion (SSAI) across all screens. SSAI is ideal for live sports as it enables advertisers to activate pre-fetched ad content during the next unscheduled break in play.

Contact your SpotX or Sling TV representative today for more information.



Works cited: The State of OTT report, Comscore, June 2019
Ad Receptivity and the Ad-Supported OTT Video Viewer, IAB, October, 2019
U.S. only