Eye On: Streaming T.V. Audiences
With Affinity Answers
Eye On: Streaming T.V Audiences

Disney+, Apple TV, Amazon, and Hulu are benefiting from huge subscription increases as millions of consumers seek refuge in entertainment. These subscription-only services are locking most marketers out. But not always.

Binge-happy fans of top streaming shows are typically flocking to social media to go behind the scenes, find out spoilers, and join in the conversation. Capturing and activating these social media engagements is the key to understanding the array of interests and affinities your target customers are passionate about.
Affinity Answers uses social media insights to understand what brands, shows, celebrities, entertainment and sports consumers are liking, talking about and sharing.

Leveraging these rich social engagements and affinities can put your brand in front of the fans of the hottest shows and entertainment right now.

Activate Affinity Answers Custom Audiences, available on-demand with Eyeota. Contact Eyeota Data Desk to find out more.
Activate affinity-based audiences to connect with the right consumers

Click here to download Affinity Answers Audience Recommendations
Eyeota Audience Distribution Network

**Demand Side Platforms**
- adform
- Adobe
- AppNexus
- Amobee
- Avocet
- Conversant
- Dataxu
- Oracle
- MiQ
- MediaMath
- Outbrain
- Quantcast
- RhythmOne
- Taboola
- theTradeDesk
- Verizon Media

**Data Management Platforms**
- adform
- Adobe
- Amobee
- Google Marketing Platform
- Lotame
- MarketMuse Insights
- Neustar
- Oracle Marketing Cloud
- Salesforce DMP
- Perussion
- LiveRamp

**Social Networking Platforms (via Amobee)**
- Facebook
- Instagram
- Pinterest
- Snapchat
- Twitter
Our Audience Specialists can help you build the best audience targeting strategy to meet your campaign goals. Available 24/7, connect with the Eyeota Data Desk team at datadesk@eyeota.com