

Eye On: Streaming T.V. Audiences

With Affinity Answers



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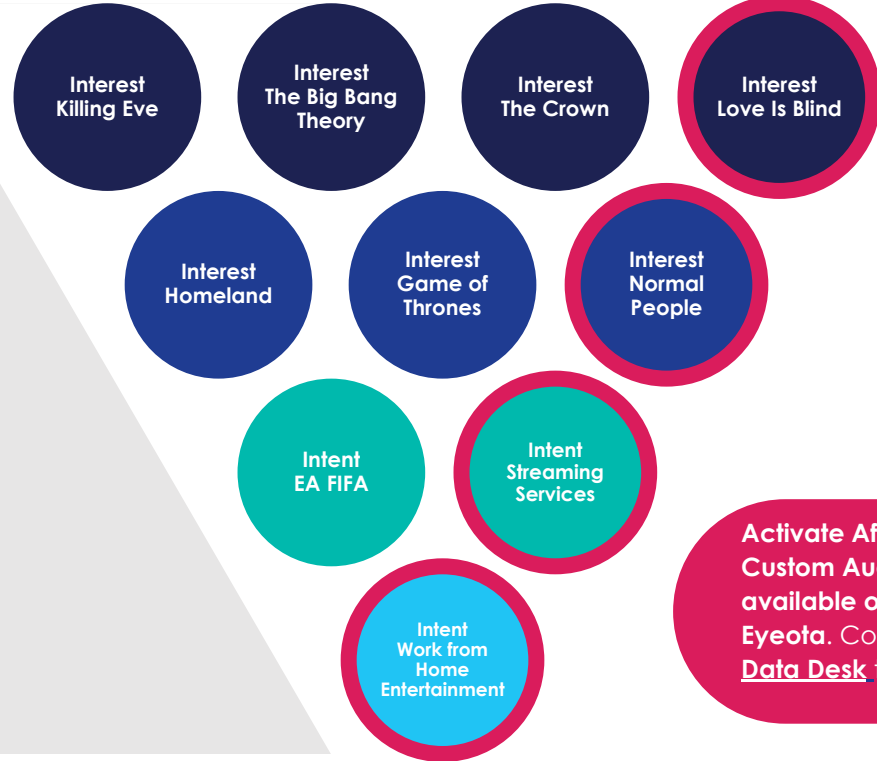
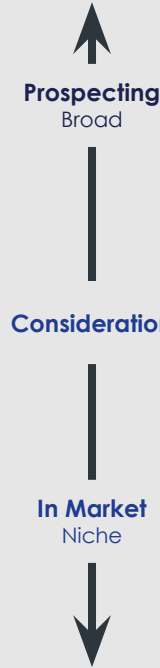
Disney+, Apple TV, Amazon, and Hulu are benefiting from huge subscription increases as millions of consumers seeks refuge in entertainment. These **subscription-only services are locking most marketers out. But not always.**

Binge-happy fans of top streaming show 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 interests and affinities your target customers are passionate about.**

Streaming T.V. Audience Targeting Strategy

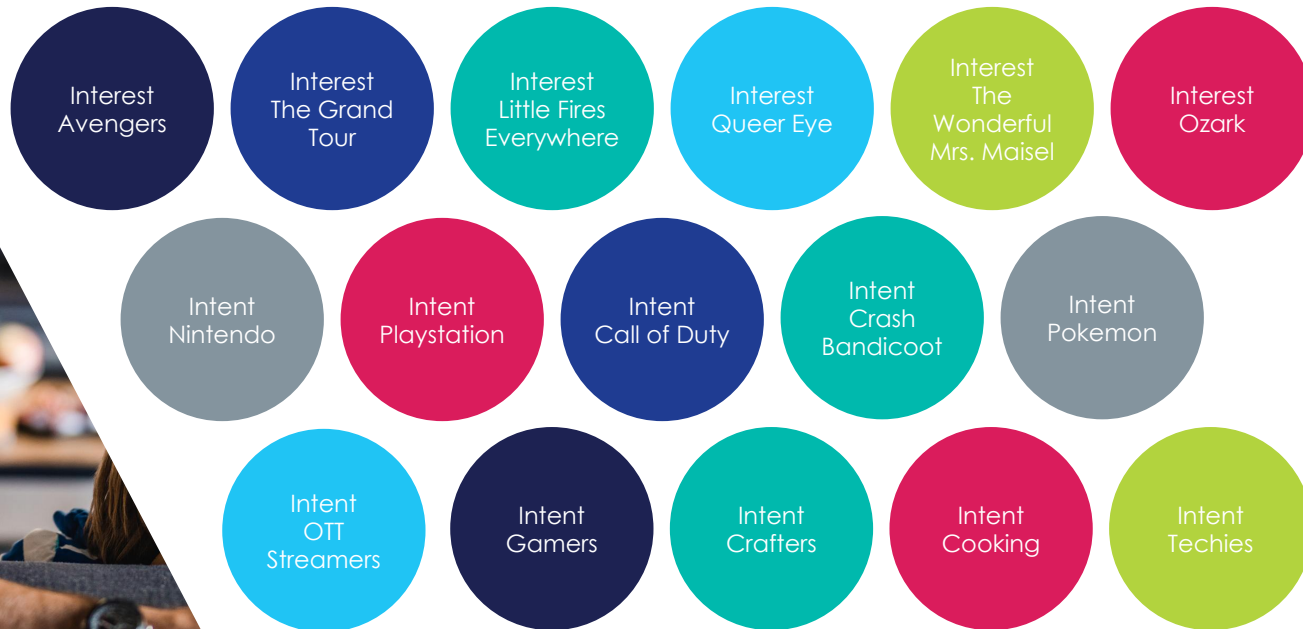
Affinity Answers uses social media insights to understand what brands, shows, celebrities, entertainment and sports consumers are liking, talking about and sharing.

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

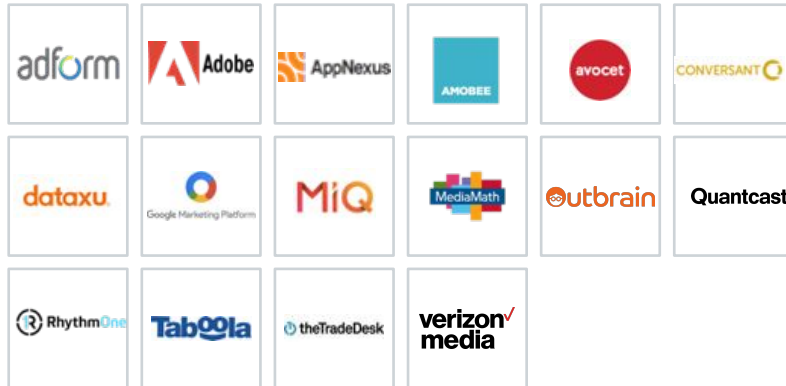


[Click here to download Affinity Answers Audience Recommendations](#)

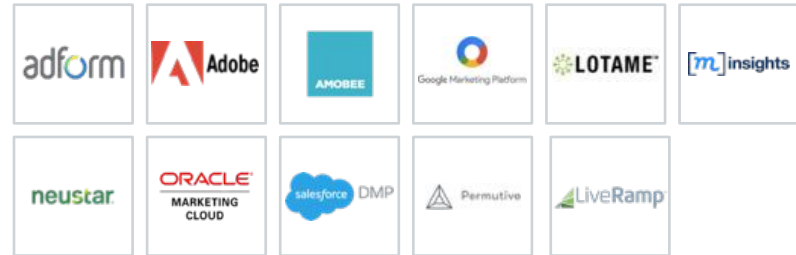
Eyeota Audience Distribution Network



Demand Side Platforms



Data Management Platforms



Social Networking Platforms (via Amobee)





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