

Solutions to support your digital **entertainment** campaigns



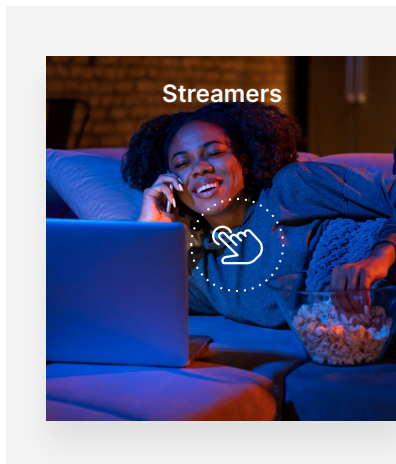
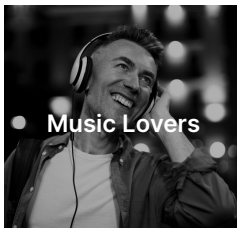
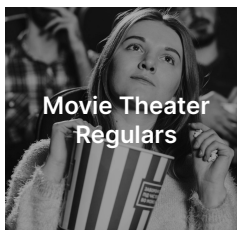
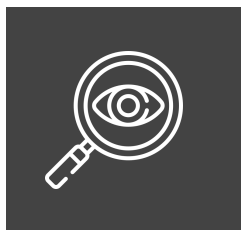
Streaming has become mainstream

The streaming industry is expected to be worth \$330B by 2030, which should be no surprise given that over 200 streaming services exist globally. Netflix and Amazon Prime are the biggest, both claiming to have over 200M global subscribers and many of the other big names aren't far behind.

Time spent consuming content via streaming continues to grow. Big screens remain the streaming device of choice and account for nearly 77% of all streaming viewing hours worldwide. However, with people resuming their pre-pandemic on-the-go lifestyles, mobile devices also account for a large percentage of streaming hours. In 2021, users spent 550B hours watching live-streaming content on mobile apps.

Equativ helps you connect with entertainment heavy consumers

Providing advanced consumer insights



Who they are

- 53% are **males**, with an average age of **33 y.o.** They majorly use **Mobile/Tablet** to watch streaming TV (62%).
- Averagely spend **3:59 hours** daily on streaming TV
- Great affinity to movie genres such as **Musicals** (i112), **Anime** (i108), and **Horror** (i107).

Get more insights on how entertainment lovers think, shop and where to find them online!

[Book a meeting](#)

Delivering result-oriented campaigns, through:

Contextual Targeting

Target your audience real-time interests with the most relevant segments towards your goals.

Contextual Segments

- Arts & Entertainment
- Music Dance / Electronic
- CTV - Entertainment
- CTV - Lifestyle
- ...

3rd Party Data Targeting

Easily apply a layer of data from leading providers that are already integrated with us.

Data Segments

- Streamers
- TV Binge Watchers
- Concert goers
- Podcast Listeners
- ...

Enhanced Ad Experience

Tell a story that will resonate with users and drive meaningful actions directly within the ad.

Recommended Formats

- Video + Countdown
- Video + Video Cards
- Audio

Across relevant inventory

CTV



Movies & Entertainment

Movies & Entertainment



Music

Music



How to activate?

Managed Service

Programmatic (Auction Packages, Programmatic Guaranteed)

Our team is already helping 35K+ brands across the globe, ensuring they deliver memorable ad experiences. With both managed service and programmatic activation, we help brands exceed their goals.

Get Started