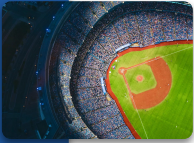







# Contextual CTV PMPs to “Spring” Your Ad Campaigns Forward

## CURATED CONNECTED TV MARKETPLACES

CATEGORY	THE SCOOP	CONTEXTUAL CTV PMPs
<b>01</b> <b>SPORTS</b> 	<p>From March Madness to Spring Training, this time of year brings a ton of excitement within the sports world. Not to mention, playoffs loom across the NBA and NHL, while big events within golf, tennis, and racing are nearing. Capitalize on surging sports viewership with these PMPs:</p>	<ul style="list-style-type: none"> <li>• Sports</li> <li>• Basketball</li> <li>• Baseball</li> <li>• Soccer</li> <li>• Golf</li> <li>• Tennis</li> <li>• Sports Talk</li> </ul>
<b>02</b> <b>HOME &amp; GARDEN</b> 	<p>The beginning of Spring often kicks-off seasonal cleaning for many consumers, along with home and garden upkeep and new do-it-yourself (DIY) projects. Reach weekend warriors in relevant CTV content with these curated marketplaces:</p>	<ul style="list-style-type: none"> <li>• Home &amp; Garden</li> <li>• Outdoors</li> <li>• Nature</li> <li>• Automotive</li> </ul>
<b>03</b> <b>COOKING &amp; BBQ</b> 	<p>So many popular fruits and vegetables are back in season, and it's almost time to break out grill and BBQ sets for outdoor cooking. Activate these food and cooking PMPs to reach savvy shoppers and chefs:</p>	<ul style="list-style-type: none"> <li>• Food</li> <li>• Cooking</li> <li>• Health &amp; Wellness</li> </ul>
<b>04</b> <b>REALITY TV</b> 	<p>While Keeping Up with the Kardashians is making its final run this season, there are a plethora of reality television shows drawing massive, engaged audiences. Reach reality show viewers, drama enthusiasts and fashionistas with these curated PMPs:</p>	<ul style="list-style-type: none"> <li>• Drama</li> <li>• Reality</li> <li>• Lifestyle</li> <li>• Fashion</li> <li>• Shopping</li> <li>• Soap Operas</li> </ul>
<b>05</b> <b>MOVIES &amp; TV</b> 	<p>A new golden age of television is here, and that means captivating programs, shows and episodes are being released at a rapid pace. Capitalize on the boom in new shows and explosive connected TV consumption with these genre-specific PMPs:</p>	<ul style="list-style-type: none"> <li>• Movie</li> <li>• Sitcom</li> <li>• Comedy</li> <li>• Action</li> <li>• Adventure</li> <li>• Crime</li> <li>• Romance</li> <li>• News</li> </ul>
<b>06</b> <b>FAMILY &amp; KIDS</b> 	<p>Even with consumers spending more time outside, there are still endless opportunities to reach connected TV households. Deliver impactful creatives across family-friendly programming with these contextual PMPs:</p>	<ul style="list-style-type: none"> <li>• Family &amp; Kids</li> <li>• Education</li> <li>• Game Shows</li> <li>• Science</li> <li>• Musical</li> <li>• Arts</li> <li>• Animals</li> </ul>