

MAKING TV TARGETING SIMPLER, FASTER AND EASIER

WITH ADVANCES IN DATA-DRIVEN TARGETING, IT'S TIME TO DITCH ANTIQUATED TV RATINGS

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Television is going through a period of major disruption, but the way marketers buy it has remained relatively unchanged for decades. With television consumption fragmented across many more networks and on digital platforms, audience targeting has emerged as an increasingly necessary part of media planning, going beyond just age/sex demographics.

Platforms such as OpenAP are helping to standardize TV targeting across publishers, helping brands and buyers use behavioral, attitudinal and lifestyle data to identify and create custom audience segments, and deliver a more unified view of how their dollars perform. As this collaboration and others continue to grow and take hold, marketers will be able to meaningfully scale their audience buying investments, setting them up for a future where advertising is finally addressable across every screen and platform.

Dan Aversano, svp of audience innovation and programmatic solutions at Turner Ignite, looks at the current state of data-driven buying and where it is heading in the near future. “We’re starting to make the use of data and the use of audience targeting much, much easier, much faster and much simpler,” he explains.