

adsmart

from  sky

Light TV Viewers – A New Attribute

Light TV Viewers

An attribute designed to reach hard to find TV viewers, targeting households who watch the least commercial TV.

AD|SMART
from sky

Light TV Viewers

Pinpointing the hardest to reach TV households whenever they are watching.

- The new attribute “Light TV Viewers” provides clusters of Adsmartable households based on how much TV they watch. Ranked on how much they view, all Adsmartable households are broken down evenly into deciles.
- Each decile contains circa 50,000 households, you can select as many deciles as you wish, based on your requirement.

Maximising TV reach more efficiently than extending linear campaigns

