



High-Response Marketing Audiences for Entertainment and Media Brands

Whether your campaigns focus on promoting movies, television programming, music, streaming, or other media and entertainment offerings, marketing success comes down to reaching the right people.

Using Wiland audiences, you're empowered to reach the consumers across all digital channels who are ready to spend in your category.

wiland

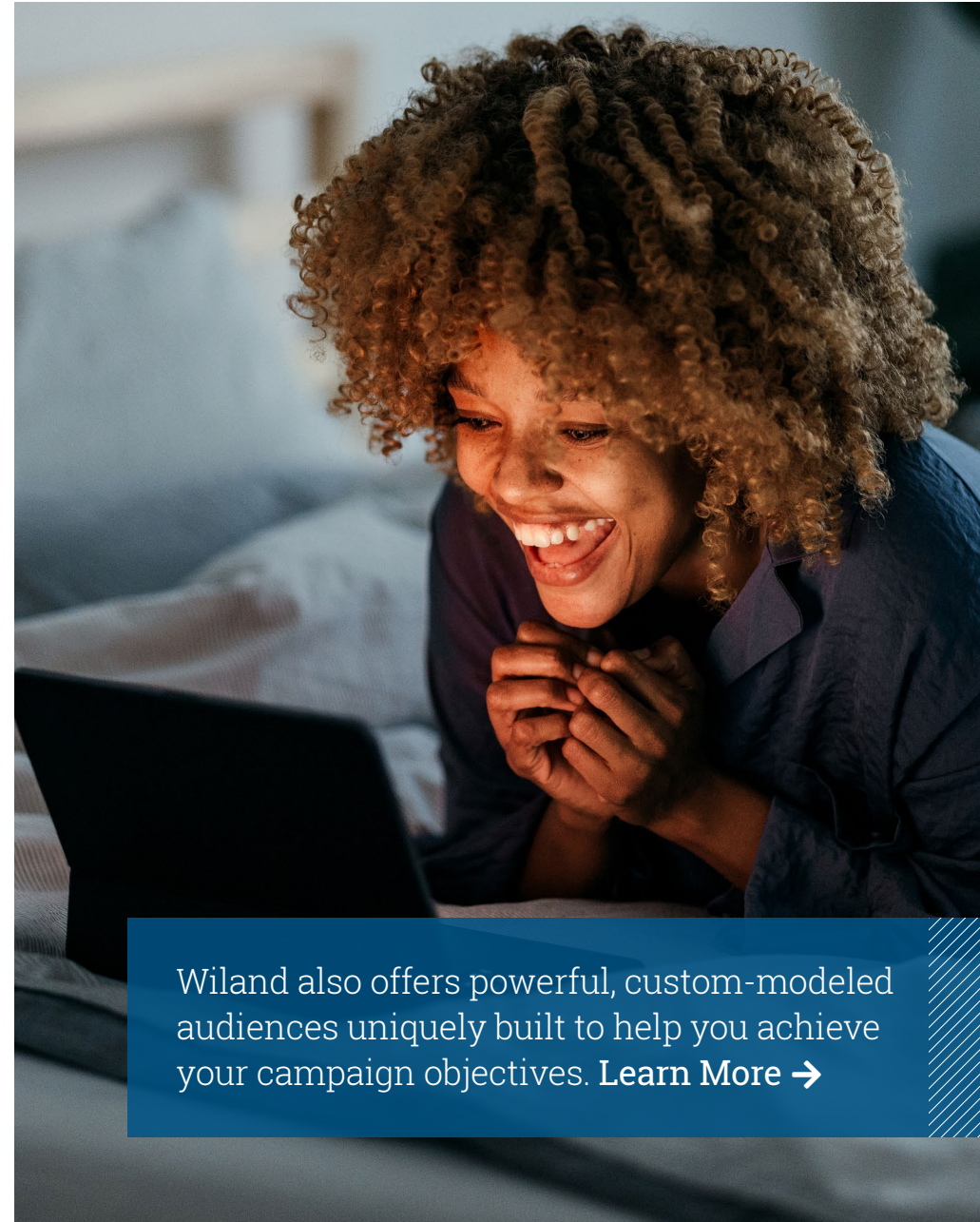


Are You Reaching the Right People in Your Entertainment Campaigns?

Your ideal viewers, listeners, and subscribers are out there—people who are highly likely to engage in your entertainment category. **Using Wiland audiences is the most effective way to reach these individuals and improve the performance of your digital acquisition campaigns.**

Wiland audiences cover hundreds of niche categories, and **they outperform typical syndicated segments** because they are built using our advanced predictive modeling and superior data assets—the largest set of individual-level consumer spending and interest-intensity signals. They are available at leading DSPs and platforms and can be delivered to any other platform for your use.

To help you reach these ready-to-spend consumers, we've curated a selection of our audiences in categories relevant to media and entertainment brands. **Check out this sample collection of audiences or reach out to us at info@wiland.com to find the ideal Wiland audiences for your campaigns!**



Wiland also offers powerful, custom-modeled audiences uniquely built to help you achieve your campaign objectives. **Learn More →**



Media and Entertainment Audience Categories

Moviegoers and Cinema Buffspg. 04

TV Shows and Channelspg. 05

Film and TV Streaming Services.....pg. 06

Music Fans and Listenerspg. 07

Radio and Music Streaming Servicespg. 08

Video Gamespg. 09

NOTES ON AUDIENCE TABLES

- » Audience IDs beginning with UAA:
In-market and likely to spend in the category based on anonymized spending insights and other attributes using Wiland modeling.
- » Audience IDs beginning with USP:
Affinity based on individual-level social media engagement data, transaction-level data, and other predictive attributes using Wiland modeling.



Moviegoers and Cinema Buffs

Whether they're viewing their favorite classics at home or an exciting new blockbuster at the theater, movie lovers continue to fuel the multi-billion dollar film industry.

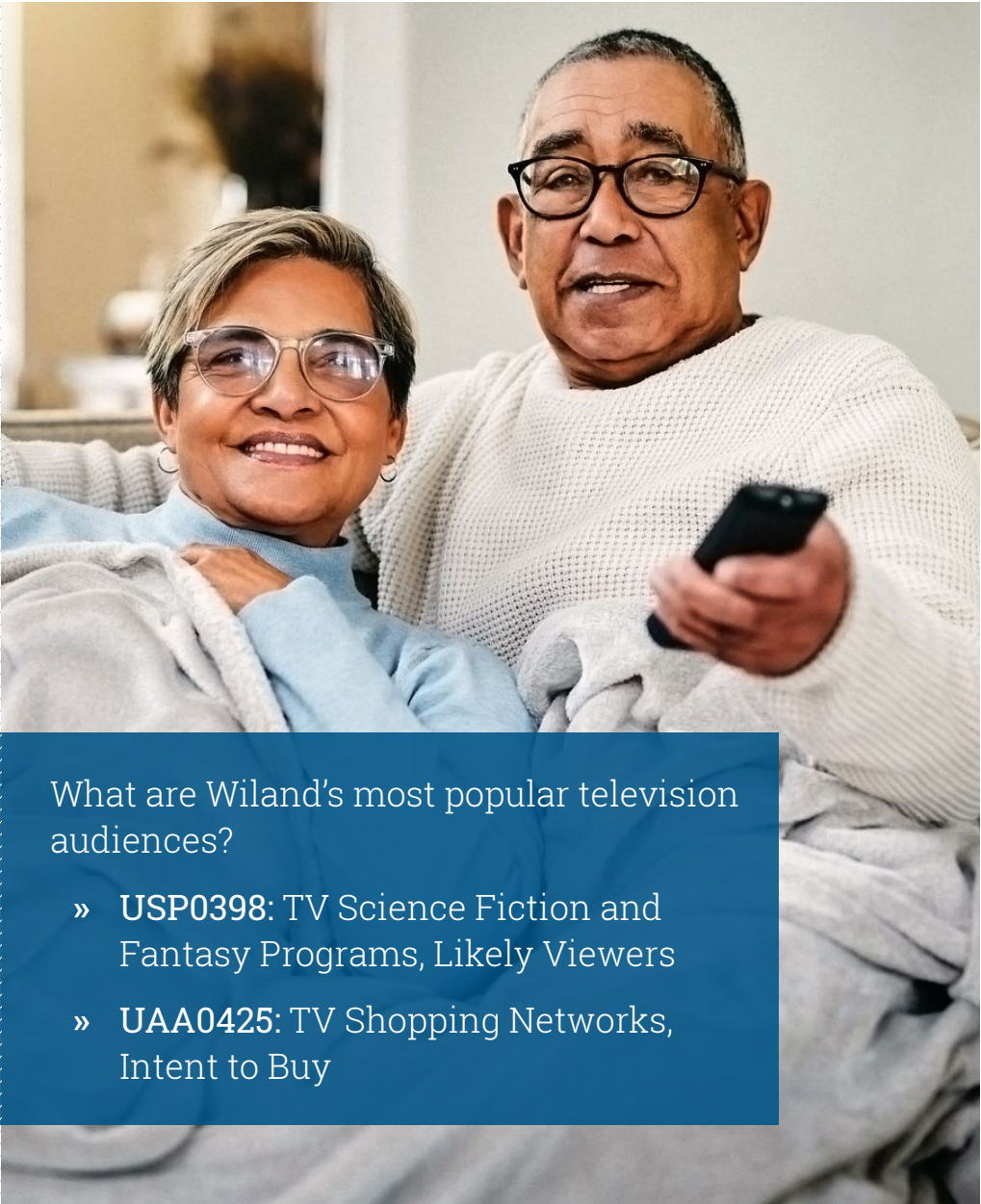
| AUDIENCE ID | AUDIENCE NAME |
|-------------|---|
| UAA0172 | Likely to Frequent Movie Theaters |
| USP0304 | Movie Theater Tickets, Intent to Buy |
| USP0407 | Horror Movies, Likely Viewers |
| USP0408 | Action and Adventure Movies, Likely Viewers |
| USP0409 | Science Fiction Movies, Likely Viewers |
| USP0410 | Musical and Dance Movies, Likely Viewers |
| USP0411 | Comedy Movies, Likely Viewers |
| USP0412 | Romance Movies, Likely Viewers |
| USP0413 | Animated Movies, Likely Viewers |
| USP0414 | Documentary Movies, Likely Viewers |
| UAA1067 | Big-Budget Films, Likely Viewers |
| UAA0570 | Classic Movies and Video Collections, Intent to Buy |
| UAA0529 | Home Entertainment Systems, Intent to Buy |



Did You Know?

The average American will watch 5,000 movies in their lifetime.¹

¹"Here's how many movies the average American watches in their lifetime." 2016, USA Today.



What are Wiland's most popular television audiences?

- » **USP0398:** TV Science Fiction and Fantasy Programs, Likely Viewers
- » **UAA0425:** TV Shopping Networks, Intent to Buy

TV Shows and Channels

From keeping up on the latest episodes of their favorite series to tuning into the content on their channels of choice, U.S. consumers watch TV for an average of two hours and 33 minutes each day.²

| AUDIENCE ID | AUDIENCE NAME |
|-------------|---|
| USP0396 | TV Comedy Programs, Likely Viewers |
| USP0397 | TV Action and Drama Programs, Likely Viewers |
| USP0399 | TV Procedural Drama Programs, Likely Viewers |
| USP0400 | TV Medical Drama Programs, Likely Viewers |
| USP0401 | TV Superhero Drama Programs, Likely Viewers |
| USP0402 | TV Reality Programs, Likely Viewers |
| USP0403 | TV Documentary Programs, Likely Viewers |
| USP0404 | TV Sports Programs, Likely Viewers |
| USP0406 | Animated Sitcom Television Programs, Likely Viewers |
| USP0428 | TV Historical Drama Programs, Likely Viewers |
| USP0429 | TV Anime Programs, Likely Viewers |
| USP0394 | Internationally Broadcast TV News, Likely Viewers |
| USP1223 | Likely Interest in Animal Planet |
| USP1235 | Likely Interest in Food Network |
| USP1258 | Likely Interest in Mad Men |
| USP1269 | Likely Interest in This Is Us |

²"Average daily time spent watching T.V. in the United States from 2019 to 2024." 2023, Statista.
©2023 Wiland, Inc. All rights reserved. REV 12.29.23.LF



Film and TV Streaming Services

Consumers have more choices than ever when it comes to streaming their movies and TV shows of choice. The average American views content on three to four streaming services with an average household spend on streaming of \$47 per month.³

| AUDIENCE ID | AUDIENCE NAME |
|-------------|--|
| USP0740 | Network Television and Movie Streaming Services, Intent to Buy |
| USP0741 | Premium Television and Movie Streaming Services, Intent to Buy |
| USP0605 | Likely Interest in YouTube TV |
| USP0702 | Likely Interest in Netflix |
| USP0703 | Likely Interest in Amazon Prime Video |
| USP0704 | Likely Interest in Sling TV |
| USP0706 | Likely Interest in Philo TV |
| USP0707 | Likely Interest in Disney+ |
| USP0708 | Likely Interest in CBS All Access |
| USP1275 | Likely Interest in HBO Max |
| USP1212 | Specialized Movie and Television Streaming Services, Intent to Subscribe |
| USP0725 | Family-Friendly Media Streaming Services, Intent to Buy |
| USP1214 | TV Streaming Devices and Accessories, Intent to Buy |
| USP1201 | Likely Interest in Roku |



Did You Know?

Revenue for the video streaming app industry is projected to reach \$115 billion by 2026.⁴

³“20 Trending U.S. Media and Entertainment Industry Statistics [2023]: Largest Entertainment Industries.” 2023, Zippia.

⁴“Video Streaming App Revenue and Usage Statistics (2023).” 2023, Business of Apps.



Interested in an audience tailored to a specific musical entertainer? Wiland can help you reach people interested in individual artists across music genres.

Music Fans and Listeners

Whether it's the soundtrack to their day or a live entertainment experience, people in the U.S. spend an average of 26.9 hours per week listening to music.⁵

| AUDIENCE ID | AUDIENCE NAME |
|-------------|--|
| UAA0565 | Recorded Music, Classic Blues, Intent to Buy |
| UAA0566 | Recorded Music, Classical and Orchestral, Intent to Buy |
| UAA0567 | Recorded Music, Country and Western, Intent to Buy |
| UAA0568 | Recorded Music, Rock and Roll, Intent to Buy |
| USP0415 | Recorded Music, Electronic, Intent to Buy |
| USP0416 | Recorded Music, Folk, Intent to Buy |
| USP0417 | Recorded Music, Hip-Hop, Intent to Buy |
| USP0418 | Recorded Music, Latin, Intent to Buy |
| USP0419 | Recorded Music, Jazz, Intent to Buy |
| USP0420 | Recorded Music, Reggae, Intent to Buy |
| USP0421 | Recorded Music, Alternative and Modern Rock, Intent to Buy |
| USP0424 | Recorded Music, Heavy Metal, Intent to Buy |
| USP0426 | Recorded Music, Ska-Punk, Intent to Buy |
| USP0427 | Recorded Music, Pop, Intent to Buy |
| UAA0267 | Major Entertainment Event Tickets, Intent to Buy |
| USP0580 | Carnival and Music Festival Tickets, Intent to Buy |

⁵"30+ Official Listening to Music Statistics (2023)." 2023, Headphones Addict.
©2023 Wiland, Inc. All rights reserved. REV 12.29.23.LF

Radio and Music Streaming Services

While music listening options have evolved in recent years, the 95% of Americans who listen to music daily typically turn it up on two different platforms with two different devices each day.⁶

| AUDIENCE ID | AUDIENCE NAME |
|-------------|--|
| UAA0722 | Music Streaming Services, Intent to Use |
| UAA0736 | Commercial Music Streaming Services, Intent to Subscribe |
| USP0754 | Commercial Radio Streaming Services, Intent to Subscribe |
| USP1202 | Likely Interest in iHeartRadio |
| USP1273 | Likely Interest in Pandora |
| USP1276 | Likely Interest in SiriusXM |
| USP1277 | Likely Interest in Spotify |
| UAA0191 | Public Radio and Television, Intent to Give |
| USP0010 | Music Streaming and Download, Intent to Buy |



⁶“30+ Official Listening to Music Statistics (2023).” 2023, Headphones Addict.
©2023 Wiland, Inc. All rights reserved. REV 12.29.23.LF



U.S. consumer spending on video game products reached an estimated \$55.5 billion in 2022.⁸

Video Games

Whether they're playing arcade classics or checking out the newest role-playing releases, an estimated 65% of American adults play video games on at least one platform.⁷

| AUDIENCE ID | AUDIENCE NAME |
|-------------|---|
| UAA0393 | Video Games and Systems, Intent to Buy |
| USP0005 | Video Games, Intent to Buy |
| USP0688 | Likely Interest in Xbox |
| USP0689 | Likely Interest in Nintendo |
| USP0690 | Likely Interest in Sega |
| USP0700 | Likely Interest in PlayStation |
| USP1217 | Video Games by Major Studios, Intent to Buy |
| UAA0106 | Major Brand Computers, Intent to Buy |
| UAA1068 | Video Game Studios, Intent to Buy |

⁷Percentage of adults in the United States who ever play video games in the United States in 2020 and 2021." 2022, Statista.
⁸US Video Gaming Industry in 2023: Gaming Devices & Video Game Content Viewership Trends." 2023, Insider Intelligence.

Ready to Activate at Major Platforms

Wiland audiences are ready for immediate activation at Viant, LiveRamp, The Trade Desk, Google, Eyeota, and other leading platforms. They can also be delivered to your DSP, CTV platform, or other platform of choice as well as to Facebook and other walled gardens. [Learn More →](#)

The logo for Viant, featuring the word "VIAANT." in a bold, red, sans-serif font.The logo for LiveRamp, featuring a green stylized triangle icon followed by the word "LiveRamp" in a blue, sans-serif font.The logos for Lotame and Eyeota. Lotame is represented by a green hexagonal icon with a dot pattern followed by the word "LOTAME" in a bold, black, sans-serif font. Eyeota is represented by a blue and green dot pattern icon followed by the word "eyeota" in a lowercase, blue, sans-serif font.

Google Marketing Platform

The logo for The Trade Desk, featuring a blue circular icon with a white power symbol followed by the word "theTradeDesk" in a bold, black, sans-serif font.

NOTE: On some platforms, including The Trade Desk, Google, and LiveRamp, you will find Wiland audiences listed as "Ultimate Data" audiences.



Are you looking to create your own custom audience segments in-house based on powerful consumer spending, social media, demographic, and intent data? **Learn about Wiland PersonaBuilder™ here →**



Custom Audiences Made Just for You

Each of your campaigns has specific objectives. We can help you meet and exceed those goals with **custom audiences created uniquely for your brand**.

Created using vast individual-level spending and intent signals, Wiland custom audiences enable you to target your marketing with unsurpassed accuracy. Modeled not just for immediate response, but also for high long-term value, our audiences help you reach people who will spend with you now and make multiple purchases in the future.

Multichannel Activation



Display



Mobile



Social



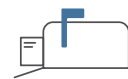
Video



Connected TV



Email



Direct Mail

» **BETTER
RESPONSE
RATES**

» **LOWER
ACQUISITION
COSTS**

» **HIGHER
RETURN ON
AD SPEND**

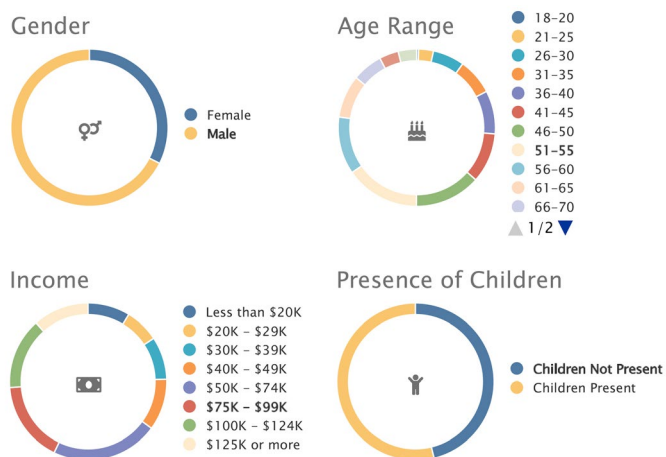
Learn more about our [custom audience offerings](#) and ask about having an audience built to achieve your unique goals. Reach out to us at info@wiland.com today.

Data-Driven Revenue Growth Solutions for Media Brands

Competing effectively for advertiser dollars depends on leveraging better data. Just as Wiland's vast, detailed data informs the creation of high-performance marketing audiences, it also provides impactful insights into how advertisers' customers and prospects are uniquely aligned with your programming.

Looking to Make the Most Compelling Case Possible When Talking to Advertisers About Your Media Platform?

With data that highlights the interests and spending priorities of your audience and followers, Wiland can provide you with insights on how your audience is uniquely aligned with specific categories and brands. You can **supercharge your ad sales** by showing your current and prospective advertisers why your media property will deliver the best ROI on their advertising investments.



PersonaBuilder

| Interest Summary | Brand Summary |
|---|---|
| Musicians: Hard Rock Artists | Stores: Household Store |
| Musicians: Rock Artists | Household: Consumer Electronic |
| Publishers: Entertainment Publishers | Household: Home Entertainment Software |
| Musicians: Alternative Rock Artists | Beverages: Nonalcoholic Beverage |



Let Wiland connect you
with your ideal viewers,
listeners, and subscribers.

Ready to use our pre-built audiences now?

We can quickly deliver them to your preferred platform. They are also available for immediate activation at Viant, LiveRamp, The Trade Desk, Google, Eyeota, and other leading platforms.

Interested in our audiences, but not sure what your next steps are?

Contact your Wiland representative or email us at info@wiland.com to get started.

**Does an agency handle your digital media buying?
Or someone else at your organization?**

Please forward this along and we'd be happy to connect with the appropriate party.

wiland

 wiland.com

