

let's talk

CABLE-AUTHENTICATED OTT



What is cable-authenticated OTT?

Cable-authenticated OTT ads are streaming commercials that reach cable subscribers who are also streamers. Cable authentication is a process where viewers of certain streaming content must provide credentials to "prove" they have a cable or satellite subscription. This is usually required for access to apps that have premium content only available to cable subscribers watching via traditional cable or streaming, like Fox News, CNN, HGTV, Discovery, etc.



Campaign minimums

There are no campaign minimums required. We can make recommendations on a spend level appropriate for each market size and campaign goals.

Types of cable-authenticated OTT

Spectrum cable-authenticated OTT

This audience is made up of Spectrum cable subscribers that are also streaming audiences. They have been authenticated to prove they have a cable subscription and are more likely than the average OTT viewer to be broadcast viewers.

Programmatic OTT

We can also access cable-authenticated audiences through our programmatic OTT partners. Our agency has negotiated private marketplace (PMP) deals that allow us to target cable-authenticated audiences from other cable providers like EffecTV and DirecTV Stream.

Inventory examples

HGTV, TLC, TBS, TNT, A&E, Discovery, BET, AMC, FX, Tubi, E!, VH1, MTV, ESPN, and many others



ESPN	ESPN
NEWS	NEWS
HGTV	HGTV
TBS	TBS
TLC	TLC
FOX	FOX
U-G	U-G
TNT	TNT
Discovery	Discovery
A&E	A&E

BRavo	BRavo
BET	BET
AMC	AMC
Syfy	Syfy
FX	FX
MTV	MTV
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Why not just buy cable?

Streaming cable subs are more likely than the average OTT audience to be broadcast viewers. Cable-authenticated OTT allows advertisers to target cable subs without the high CPP of cable. We can also partner with Mixpo to allow creative to be updated almost instantly, bypassing the strict deadlines of traditional cable.

How is it better than regular OTT?

Cable-authenticated OTT is a great way to drive tune-in to linear TV, like local news, because there is less waste reaching cord-nevers, who are less likely to sample linear programming.

Glossary

Cord-Cutter: A person who switches from a pay TV subscription (cable, satellite or telephone company) to an Internet-based streaming service such as Netflix.

Cord-Nevers: Someone who never had such a subscription.

Cord-Shaver: Subscribers who have reduced their pay TV fees by eliminating certain channels.

Cord-Stacker: Someone who subscribes to both pay TV and one or more streaming services.

CPM: The cost to serve a thousand impressions on a platform.