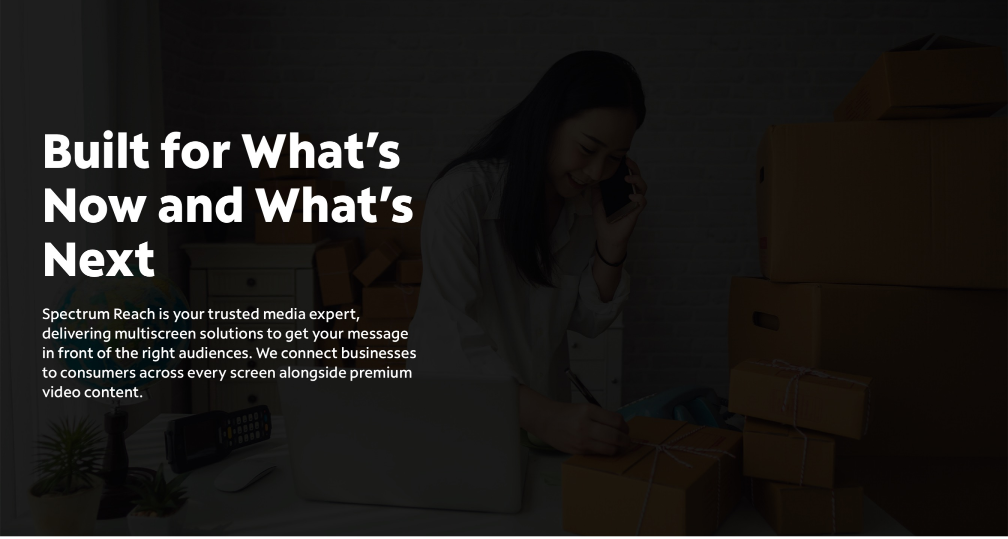


Built for What’s Now and What’s Next

Spectrum Reach is your trusted media expert, delivering multiscreen solutions to get your message in front of the right audiences. We connect businesses to consumers across every screen alongside premium video content.

Insight-driven advertising solutions for your business.

We deliver scale, impact, and innovation so you get the most for your advertising spend—whether you advertise nationally or in a single zip code.

The full spectrum.

Learn About Multiscreen →

Data that paints the full picture.

Learn About Targeting →

As national and as local as your audience.

Find Your Local Market →

GETTING STARTED

Not sure where to start?
Let's find the right ad solution for you.

1 / 4

How do you buy your ads today?

CHOOSE ONE:

I handle everything myself

I use an agency or partner

Continue →

MEDIA SOLUTIONS

However your audience connects, we can reach them.

We help you connect with your audience through a complete suite of traditional TV, streaming TV, and digital solutions, to put you in front of audiences based on where, when, and how they watch, stream, or search.

Explore Media →

Multiscreen

See up to a 59% increase in reach when adding streaming to a TV-only campaign; and up to a 143% increase when adding TV to streaming-only.[1]

TV

Advertise on 60+ traditional TV networks with premium video inventory. TV is still the leading ad medium for your growing brand.

Streaming TV

Get access to 450+ streaming networks and publishers.

Digital Media

Reinforce your TV + streaming campaign with online video, display, or search across all screens, connecting with your customers whether at home or on the go.

Media that moves with your audience.

Spectrum Reach helps clients deliver reach at scale, on a national to local to hyper-local level, reaching up to 98% of consumers in the US.[2] We have access to millions of exclusive viewership insights, hundreds of networks, and premium programming. This data allows us to target customers across all screens—and maximize your budget.

93%

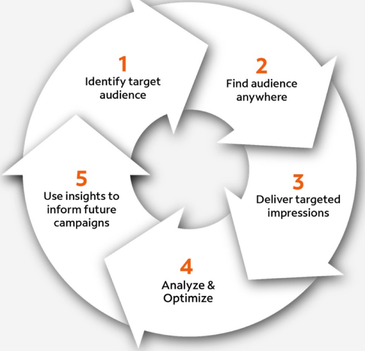
Spectrum Reach has 93% of all live, national sports events.[3]

30 Million+

We gather data from over 30 million households, but you can precisely target the households that work for your campaign.

450+

Access to the top 450+ streaming networks and publishers, including the Spectrum TV app and Amazon Ads, to put your brand on every screen.



Data that paints the full picture.

Data is inherent to the way we do business. No other local media provider has access to near census-level data like we do.

Our proprietary aggregated and de-identified first-party data from over 30 million households, and leading third-party insights from 70+ data partners, let you find and reach your audience and measure performance.

DATA PARTNERS

comscore experian TransUnion S&P Global

RETAIL

How Data-driven Advertising Boosts Sales Up to 15%

Southwest Florida

Learn how Spectrum Reach's data-driven targeting and measurement helped this furniture retailer drive sales, increase audience reach, reduce waste, and triple their Spectrum Reach ad investment with confidence.

View Case Study

11% ↑
More Reach

19%
Less Ad Waste

15% ↑
Increased Sales

* See Case Study for Sourcing

WHO WE WORK WITH

GOOD Co. SINGLETON PARTNERS MARKETING • ADVERTISING Space Coast FLORIDA HAND & STONE MASSAGE AND FACIAL SPA

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Stay on top of the marketing industry with tips, tricks, and exclusive news from our Spectrum Reach experts.

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STRATEGY/TACTICS

How TV Drives Web Engagement

Learn from Multiscreen Attribution Insights

AUTOMOTIVE

What Is OTT— And Why Is It Vital for Automotive Marketers?

Let's discuss the evolving landscape of Streaming TV advertising—and its implications for dealerships.

MEDIA EFFECTIVENESS

How Effective is Your Media Strategy for Reaching Local Audiences?

You need local advertising answers, and Spectrum Reach has them.

Sources:

(1) Spectrum Reach AM O and O Campaign Data. Date – Q1 2025.   *Includes all campaigns with Streaming TV and linear. Total Campaigns – 1,082 *Reach Lift - % of new HHs reached. **Results based on median averages; results will vary.

(2) Market/Release: Scarborough USA+ 2024 Release 1 Total (Jan23 - Apr24), Base: Spectrum Reach Markets, Target Households, access internet OR owns smartphone OR subscribes to cable or telco or satellite service. Up to 99% in the SR Footprint and 98% in the total US.

(3) Nielsen NPower 1Q23-4Q23, Total Day, Live National Sports Events on Ad-Supported Cable and Broadcast TV. Excludes studio shows, streaming, events 60min or less, Tennis Channel, and RSNs.

Spectrum REACH

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If you are a customer with a disability, please **contact us** if you need assistance.

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