

## Audigent Powers Fandom's Premium Gaming & Entertainment Audiences Across CTV and the Programmatic Ecosystem

As the leading fan-trusted source in entertainment, Fandom's loyal audience of gamers, movie lovers, cord-cutters, streamers, and bingers can be accessed instantly and represent a unique opportunity for advertisers to reach the most passionate fans.

Through Audigent's direct integrations with the industry's leading SSPs, Fandom's premium 1<sup>st</sup> party audiences can now be **activated and packaged with curated CTV, display, video, and native inventory via SmartPMPs™**.



### Demo Breakdown

# 315M

Monthly  
Uniques

# 250K

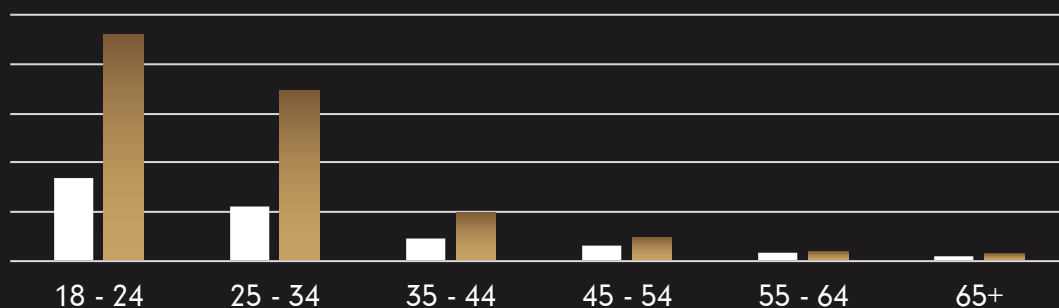
Fandom  
Communities



27.8%



72.2%



### Reach Gamers By Platform & Console

From PlayStation Gamers to PC Gamers, Audigent makes it possible to reach passionate fans by their console of choice.

**200M+ Console**



### Reach Gamers By Gaming Genre

Different games draw different kinds of players. Utilizing audiences based on the gaming preferences of individual players maximizes campaign effectiveness.

- RPG
- FPS
- MMO
- MMORPG
- Driving
- Sports
- Fighting
- and more



### Reach Entertainment Lovers

Whether it is a major superhero franchise or niche period piece, Fandom is the go-to resource for millions of entertainment lovers across genres.

**212M+ TV & Film**



### Affinity & Interest Audiences

Audigent builds custom taxonomies of the most desired affinity and interest-based audiences, available to media buyers at massive scale.

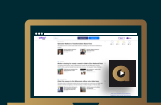
**Over 100 Audiences**

## Fandom Data Activation

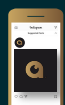
Audiences are actionable across all channels and platforms (see next page for full taxonomy)



CTV



Programmatic  
Video



Social  
Channels



YouTube



Programmatic  
Audio



Programmatic  
Display

## Available for CTV SmartPMPs™

Activate via CTV SmartPMP™ using the DSP of your choice.

- Fandom > CTV > TV & Movie Streamers
- Fandom > CTV > Movie Lovers
- Fandom > CTV > SciFi Fans
- Fandom > CTV > Superhero Fans
- Fandom > CTV > Cartoon Watchers
- Fandom > CTV > Fantasy Fans
- Fandom > CTV > Comedy Fans
- Fandom > CTV > TV Lovers
- Fandom > CTV > Horror Fans
- Fandom > CTV > Book Lovers
- Fandom > CTV > Millennials
- Fandom > CTV > GenZ

- Fandom > CTV > Hardcore Gamers
- Fandom > CTV > Console Gamers
- Fandom > CTV > eSports Lovers
- Fandom > CTV > RPG
- Fandom > CTV > FPS
- Fandom > CTV > MMO
- Fandom > CTV > MMORPG
- Fandom > CTV > Driving
- Fandom > CTV > Sports
- Fandom > CTV > RPG
- Fandom > CTV > Strategy
- Fandom > CTV > Fighting



## Available for CTV, SmartPMPs™ & Off-the-Shelf

Activate via SmartPMP™ using the DSP of your choice.

Off-the-Shelf segments available on The Trade Desk, Oracle, LiveRamp, Adobe, and AdSquare.

### General

- Fandom > Affinity > Fast Food Cravers
- Fandom > Affinity > Art & Theater Aficionados
- Fandom > Affinity > Convenience Store Shoppers
- Fandom > Affinity > Luxury Shoppers
- Fandom > Affinity > Avid News Readers
- Fandom > Affinity > Frequently Attends Live Events
- Fandom > Affinity > Coffee Shop Regulars
- Fandom > Affinity > Green Living Enthusiasts
- Fandom > Affinity > Nightlife Enthusiasts
- Fandom > In-market > Dating Services
- Fandom > Interest > Science
- Fandom > Interest > News And Weather

### Family & Home

- Fandom > Affinity > Family Focused
- Fandom > Affinity > Do-it-yourselfers
- Fandom > Affinity > Pet Lovers
- Fandom > Affinity > Home Decor Enthusiasts
- Fandom > In-market > Home Furnishings
- Fandom > In-market > Home Improvement
- Fandom > In-market > Home Décor
- Fandom > In-market > Baby & Children's Products
- Fandom > In-market > Gifts
- Fandom > Life Event > Recently Moved
- Fandom > Life Event > Purchasing A Home
- Fandom > Life Event > College Graduation

### Technology

- Fandom > Affinity > Technophiles
- Fandom > Affinity > Mobile Enthusiasts
- Fandom > In-market > Laptops & Notebooks
- Fandom > In-market > Desktop Computers
- Fandom > In-market > Computers & Peripherals
- Fandom > In-market - Consumer Electronics
- Fandom > In-market > Mobile Phones
- Fandom > In-market > Televisions
- Fandom > In-market > Internet Service Providers
- Fandom > In-market > Consumer Electronics > Audio

### Fashion

- Fandom > Affinity > Fashionistas
- Fandom > Affinity > Frequently Visits Salons
- Fandom > In-market > Apparel & Accessories
- Fandom > In-market > Women's Apparel
- Fandom > In-market > Men's Apparel
- Fandom > In-market > Shoes
- Fandom > In-market > Activewear
- Fandom > In-market > Outerwear
- Fandom > In-market > Jewelry & Watches
- Fandom > In-market > Beauty & Personal Care

### Food

- Fandom > Affinity > Foodies
- Fandom > Affinity > Aspiring Chefs
- Fandom > Affinity > 30 Minute Chefs
- Fandom > Affinity > Frequently Dines Out
- Fandom > Interest > Baked Goods
- Fandom > Interest > Cooking & Recipes
- Fandom > Interest > Food & Drink

### Travel

- Fandom > Affinity > Travel Buffs
- Fandom > Affinity > Outdoor Enthusiasts
- Fandom > Affinity > Thrill Seekers
- Fandom > In-market > Hotels & Accommodations
- Fandom > In-market > Air Travel

### Automotive

- Fandom > Affinity > Auto Enthusiasts
- Fandom > In-market > Autos & Vehicles
- Fandom > In-market > Auto Parts & Accessories
- Fandom > In-market > Luxury Vehicles

