

# CTV PMP GUIDE

## Pre-negotiated Private Marketplace (PMP) Deals



### CONNECTED TV

CTV PMP offerings include first-party, demographic & contextual data targeting. For additional targeting, layer on 1st/3rd party data (using cross device) or contextual data to streamline your target audience.

### Top 5 Available Auctions

**FREEWHEEL**  
A COMCAST COMPANY

**RHYTHMONE**

spotXchange

**hulu**

**telaria**

### CTV PMP Partnerships

- A&E Television Networks
- ABC
- Audiology
- Bloomberg L.P.
- CBS Interactive Inc.
- Cheddar
- DailyMotion.com
- Discovery Communications
- EMX Digital LLC
- ESPN Internet Ventures
- Fox News Network LLC
- FreeWheel
- fuboTV Inc.
- Hulu LLC\*
- Media Convergence Group Inc.
- NBCUniversal Media LLC
- Nexstar Digital LLC
- RhythmOne
- Roku Inc.
- Rubicon Project
- Scripps Networks Interactive Inc. (national)
- Sling TV L.L.C
- Smart Adserver
- Sony Pictures Entertainment Inc.
- SpotXchange Inc.
- Targetspot Inc.
- Tastemade Inc.
- Telaria
- The E.W. Scripps Co.
- ThisOldHouse.com
- Trion Interactive
- Triton Digital
- Tubi Inc.
- Twitch Interactive Inc.
- Univision Communications
- Verizon Media
- Vevo LLC
- Viacom
- Vitor Media
- VIZIO Inc.
- WarnerMedia
- Xandr

\*Requires custom approval