



Get your backstage pass to reach old and new fans when it matters most

Finding existing and potential fans is easy when you understand more about their interests, passions and current viewing behavior. Fueled by online and offline data at scale, Oracle Data Cloud gets you VIP access to the right customers.

Audiences built from:

- Offline transaction data (e.g., Movie Tickets, Video Games, Sporting Events, etc.)
- TV viewership data via set-top boxes
- Online interest-based signals like reading an article, watching a video or searching for topics specifically related to entertainment

How to use Oracle Data Cloud Entertainment audiences

Increase awareness of new theatrical or home entertainment releases based on genre interest

Leverage unparalleled third-party data assets for programming and content decisioning

Drive engagement for a new game release among frequent gamers who have bought similar titles in the past

Putting Entertainment audiences to work

A large venue owner is looking to promote different types of events

1. Segment offers based on event type (e.g., concerts, sports)
2. Narrow your audience based on genre or sports interest
3. Filter to customers within two-hour travel time to venue

Now you're targeting the right fans and entertainment junkies for your events.



Oracle Entertainment audiences

Interest

Arts & entertainment

- Film & television
- Music
- Reading
- Comedy
- Events & attractions
- Pop culture
- Visual arts & galleries
- Performing arts & live theater

Food & Drink

- Restaurants
- Recipes & cooking
- Foodie & gourmet
- Eating styles
- Cuisines
- Coffee & tea

Streaming media & downloads

- Social networking
- Online dating
- Blogs
- Photo sharing

News & current events

- Formats
- World news
- Weather

Video games

- Platforms
- Gamers
- Genres

Lifestyles

The Academy Awards

NBA Playoffs

NCAA March Madness

New Year's resolution

NFL enthusiast

Sports Fans

Spring break planners

Summer Olympics enthusiast

Super Bowl

Valentine's Day

Winter Olympics enthusiast

World Cup enthusiast

In-Market

Retail

Entertainment

Activity & event tickets

- Theme & amusement parks
- Music concerts
- Movies
- Sporting events

Museums & galleries

Movies, television & video

Books & magazines

Music

- Online streaming & downloads (MP3)

Hobbies, games & toys

- Arts & crafts
- Toys
- Musical instruments

Video games

- Platforms
- Game consoles
- Games

Past Purchases

Retail

Entertainment

Activity & event tickets

- Sporting events
- Concerts
- Live theater
- Theme & amusement parks

Movies, television & video

- Streaming
- DVDs

Books & magazines

Music

- Streaming

Hobbies, games & toys

Video games

- Online
- Computer (PC)

AddThis

Premium

Entertainment

- Celebrity news
- Movies
- Television
- Music

Social

- Social influencers
- Social networks
- Social followers
- Video

Sports

- Outdoors
- Team sports
- Individual sports
- Sports intenders

Validated Demos

Age

Gender

Income

Children in household

Geographic

Country

State

DMA

The Data Hotline | Quick answers & the audiences you need to win TheDataHotline@oracle.com

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Oracle Data Cloud delivers the richest understanding of consumers across both digital and traditional channels based on what they do, what they say and what they buy enabling leading brands to personalize and measure every customer interaction and maximize the value of their digital marketing.

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