ORACLE
Advertising

Win big at the box office and at home with Oracle Advertising

With subscriptions reaching upwards of $1 billion in ad-based revenue per platform, and CTV ad spend surpassing $26 billion dollars as a whole, it's no wonder services like Netflix, HBO Max, Hulu, and AppleTV+ have continued to invest heavily in original content and "direct-to-streaming" film releases.

And while streaming is pushing more users to pop popcorn from their microwave and settle in at home, movie theaters aren't dead yet. We still see traditionally released films break box office records and even some streaming-only platforms are testing into the water with limited theater releases.

$1 billion

Major streaming players will hit ~$1B+ in ad revenue alone in 2023

1.5 hours

OTT subscription video viewership has increased to 1.5 hours per day

$26 billion

CTV ad spend is predicted to hit $26B+ in 2023

Whether you're backing theaters, streamers, television networks, or a combination of a few, it seems as ad spend will still continue to grow over time, reaching upwards of $105B in 2026 across Linear and CTV. To make sure that ad spend is being put to good use - targeting die-hard theater fans for opening weekend versus homebodies who prefer to binge the latest series at home – choose a targeting partner that has the accuracy, scale, and custom abilities to reach entertainment fans.

Oracle can create custom segments tailored to your campaign needs

New Streaming Release Examples:

- Custom Audience: Cord Cutter + Crime Genre + F 30-39, Big City Millennial + Game of Thrones
- Custom Contextual Segment: Reviews, Titles, and Cast List Content

Theater Goer Examples:

- Custom Audience: Theater Visitation, Opening Weekend Ticket Buyers and On-premise Purchases
- Custom Contextual Segment: Trailers, Food & Drink Offerings, and Showtimes Content

Oracle Contextual Brand Safety: Avoid unsafe topics or bad press while leveraging Oracle's standard protection across open web impressions

Let **Oracle Advertising** help you to activate your entertainment campaigns today →

Target fans, voting committees, critics, & more with Oracle Advertising

Oracle Audiences

Find your intended audience nearly anywhere they engage online with the precision and reach you've come to expect with Oracle Audiences. With more than 200 integrations into DSPs, social platforms, commerce platforms, OTT, streaming audio, and more, your team can create a true cross-channel audience strategy.

Award Show Interest & Viewership
- Oscars (Academy Awards)
- Grammy Awards
- Golden Globes
- BET Awards
- Emmy Awards
- MTV Video Music Awards
- Teen Choice Awards
- Country Music Awards

Movies
- Movie Enthusiasts
- Interest & Viewership by Genre
- Frequent Movie Theater Spenders
- Opening Weekend Movie Goers
- Streaming Service Subscribers

Television
- Cord Cutters
- TV Network Viewership
- Daypart Viewership
- Viewership Frequency
- Live Sports
- Interest & Viewership by Show & Genre

Live Events
- Live Theater High Spenders
- Music Concerts & Festivals
- Musical Theater & Broadway
- Sporting Events
- Theme & Amusement Parks

News & Current Events
- Celebrities & Gossip
- Online News Websites
- Paid News Subscribers
- Pop Culture Enthusiasts
- World News

Media Industry
- Social Media Influencers
- Agents
- Movie Studios & Publishing
- Programming & Broadcasting
- Media Decision Makers

Demographics
- Age & Gender
- Generations
- Family Composition
- Household Income

Contextual Targeting

Oracle Contextual Intelligence is designed to help marketers analyze complex content at scale so they can connect with relevant people in the moments that matter. Now with over 1,000 segments across Standard, Predicts, Sentiment, Data Driven Context, and Brand Safety, Oracle can help you reach your desired audience with granularity and control in 38 languages.

Syndicated Categories
- Movies
- Music & Audio
- Oscars
- Music Festivals
- Awards Shows
- Theater
- Performing Arts
- Television
- Screenwriting
- Video Production
- Pop Culture
- Celebrities

Predicts Categories
- Ballet, Opera, & Symphony
- Celebrity News
- Cord Cutters
- Film Festival Awards
- Grammys
- Movies & Entertainment
- Music Festival & Awards
- Music Industry
- Oscars, Emmys, & Golden Globes
- Performing Arts
- Sports Top Stories
- Trending Celebrities
- Trending Television
- Teens

Sentiment Categories
- Amusement
- Curiosity
- Happiness
- Surprise
- Trust
- Shock

Custom Audiences & Contextual Segments tailored to your campaigns

Save time in campaign planning by reaching out to your Oracle Account Manager for insight-driven strategy recommendations. If off-the-shelf solutions don't meet your needs, our custom contextual segments, audience targeting, and brand suitability segments will.

Let **Oracle Advertising** help you to activate your entertainment campaigns today ⟶

*Note – audience and contextual targeting segment availability varies by platform and market.

Reach your customers and prospects everywhere

Consumers are more digitally connected through smartphones, laptops, gaming consoles, and TVs than ever before. They also seamlessly bounce across many devices, media formats, and platforms throughout a typical day, while expecting a consistent customer experience. Utilize Oracle Audiences to develop a cohesive audience strategy that is portable across platforms and allows you to find your intended audience wherever they engage.

Addressable TV
Segment TV viewers by adding Oracle audience targeting to households through Video On Demand (VOD) or linear TV via cable, satellite, and set-top-boxes. Leverage partnerships with DirecTV, Dish, or Sling to avoid wasted media spend and increase ad relevancy for engaged TV viewers.

Commerce Platforms
Don't just rely on making the shopping list, engage relevant consumers who are actively shopping in the moment through some of the largest e-commerce platforms like Amazon and Wal-Mart.

Connected TV (CTV)
Explore connected TV, with a fully immersive ad experience of sight, sound, and motion. Oracle Audiences can help you deliver ads to valued customers and prospects on over 10 different endemic and programmatic CTV platforms including Hulu, Amazon Fire TV, Sling, Samsung, and Roku.

Demand Side Platforms (DSPs)
Expand your reach into the open internet by utilizing a Demand Side Platform (DSP) to activate the depth and breath of data found in Oracle Audiences, available across all major DSPs including Google, MediaMath, The Trade Desk, Xandr, and more.

Social Platforms
Capture the attention of a highly engaged and logged-in user base across social platforms such as Facebook, Pinterest, Snapchat, and Twitter. Oracle Audiences, particularly those built from purchase data and other offline signals, compliments native behavioral targeting signals available on these platforms.

Streaming Audio
Engage your target audience whether they are rocking out to their favorite music or actively learning through podcasts on platforms such as Pandora and Spotify.

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