

# IRIS-enabled™ Contextual Private Marketplaces

Powered by normalized and verified video-level contextual data  
for CTV and video advertising at scale



Easily match your brand message to relevant content at scale across CTV and online video with **IRIS-enabled™ Private Marketplaces (PMPs)**.

With normalized video-level contextual information, verified by the leading data providers, **IRIS-enabled™ PMPs** give marketers access to over **5,000 contextual segments** for **scalable video ad targeting**.

VERIFIED BY

ORACLE  
Advertising

gumgum

KERV  
interactive

Silverbullet



comscore

R E T I C L E

ADVANCED  
CONTEXTUAL



ZEFR



## SPORTS

# Reach Sports Fans

Target hyper-engaged fans who won't want to miss a minute of the on-screen action with IRIS-enabled™ contextual video for sports content.

From gridiron showdowns to high-speed racing, reach a variety of viewers tuning in to watch their favorite sports.



# 42 Billion

MONTHLY AD REQUESTS

## Top Contextual Segments

- American Football
- Auto Racing
- Baseball
- Basketball
- Boxing
- College Baseball
- College Basketball
- College Football
- Cricket
- Diving
- Extreme Sports
- Gymnastics
- Golf
- Ice Hockey
- Olympic Sports
- Rugby
- Soccer
- Swimming
- Tennis
- Track and Field



## FOOD & DRINK

# Reach Foodies & Home Cooks

Inspire avid epicures and at-home chefs by targeting IRIS-enabled™ food/beverage video content at scale.

Be top-of-mind whenever consumers watch relevant content and create a crave-able moment for your brand.



# 22 Billion

MONTHLY AD REQUESTS

## Top Contextual Segments

- Food and Drink
- Alcoholic Beverages
- Cooking
- Desserts and Baking
- Dining Out
- Healthy Cooking and Eating
- Non-Alcoholic Beverages
- World Cuisines





## PETS

# Reach Pet Owners & Animal Lovers

These contextual segments are *purrfect* for targeting pet owners and animal lovers.

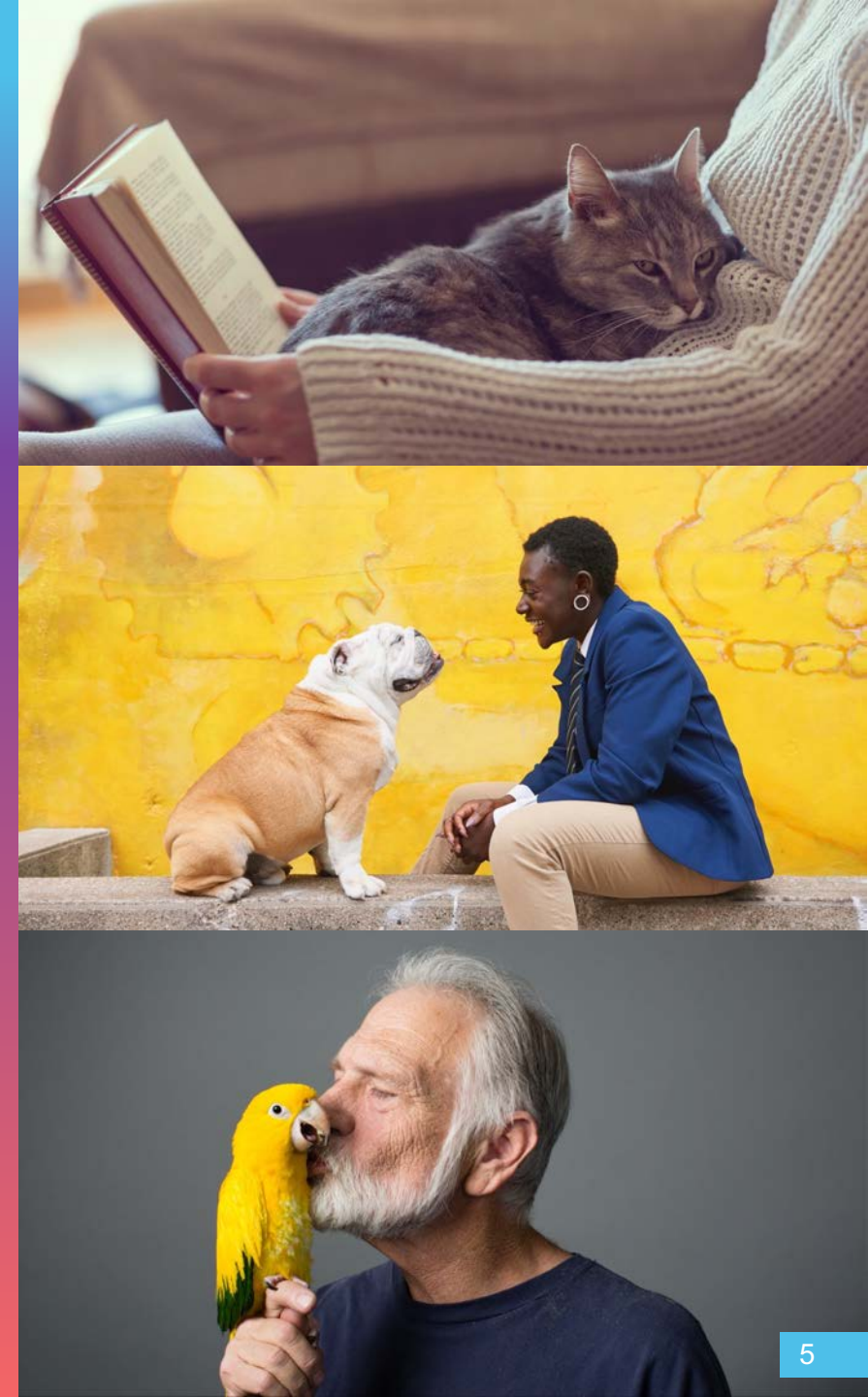
Align with content about pets of all shapes and sizes with IRIS-enabled™ video for pet/animal content.



**12 Billion**  
MONTHLY AD REQUESTS

## Top Contextual Segments

- Pets
- Birds
- Cats
- Dogs
- Fish and Aquariums
- Large Animals
- Reptiles



## BUSINESS & FINANCE

# Reach Business Decision Makers

Connect with Business Decision Makers as they watch content relevant to their businesses.

With IRIS-enabled™ video, target contextual segments that map to specific industries or even business departments.

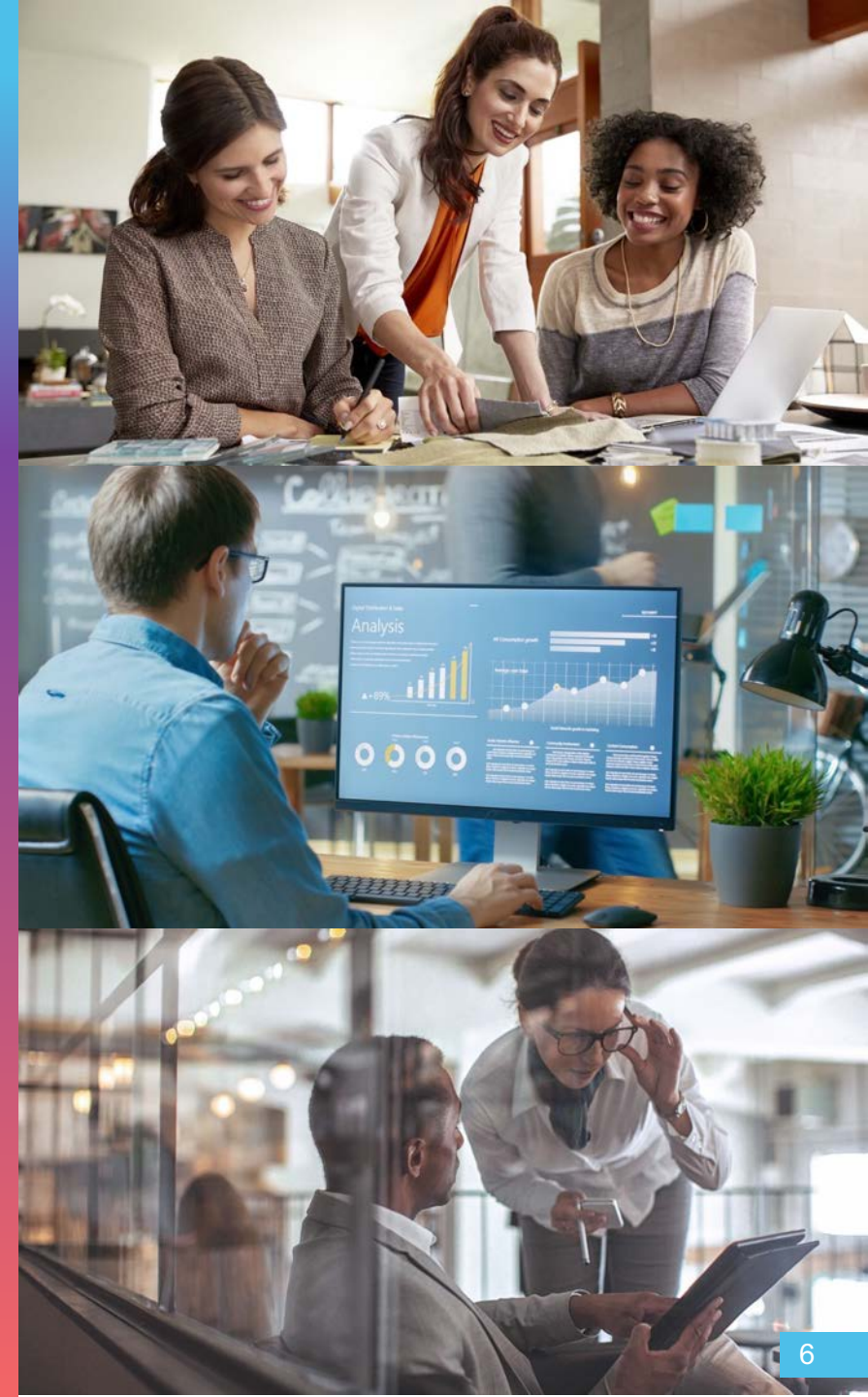


# 10 Billion

MONTHLY AD REQUESTS

## Top Contextual Segments

- Business Banking and Finance
- Executive Leadership and Mgmt.
- Government Business
- Human Resources
- Logistics
- Marketing and Advertising
- Startups
- Industries: Aviation, Financial, Energy, Publishing, Technology, Transportation
- Economy





STYLE, FASHION & SHOPPING

# Reach Fashionistas & Shopaholics

Target content about fashion, personal care, beauty and more with IRIS-enabled™ video.

Engage with trend hunters and beauty mavens as they browse online for their next purchase inspiration.

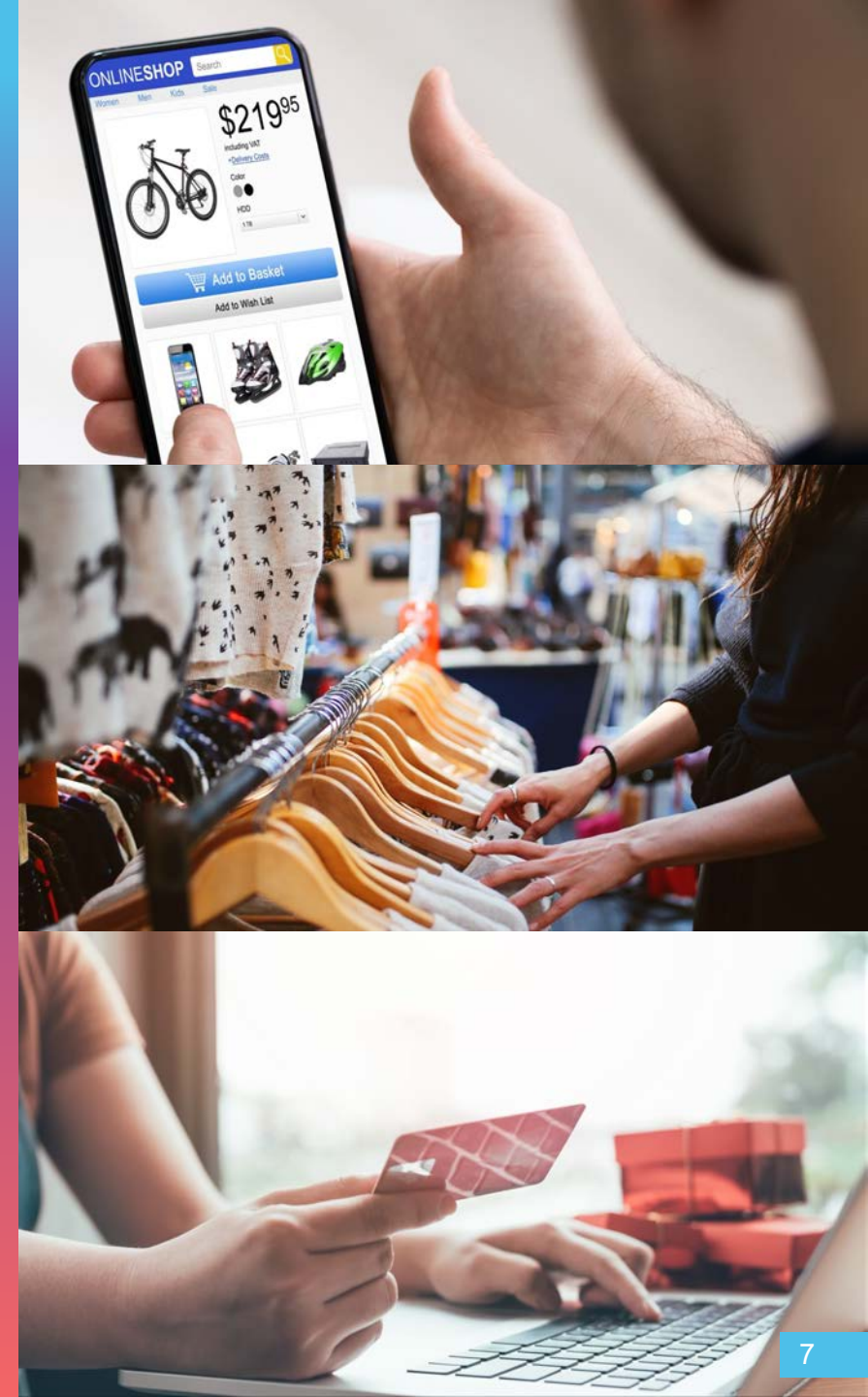


## 6 Billion

MONTHLY AD REQUESTS

### Top Contextual Segments

- Style and Fashion
- Shopping
- Beauty
- Hair Care
- Skin Care
- Personal Care
- Fashion Trends
- Women's Fashion
- Men's Fashion
- Men's Clothing
- Women's Clothing
- Women's Accessories
- Makeup and Accessories



## ARTS & ENTERTAINMENT

# Reach TV Buffs, Movie Lovers & Art Connoisseurs

From music and movies to television and theater, target fans watching and binging their favorite content.

IRIS-enabled™ video means you can target specific genres and content types at scale.



## 5 Billion

MONTHLY AD REQUESTS

### Top Contextual Segments

- Arts and Entertainment
- Fine Art
- Theater
- Modern Art
- Comedy Movies
- Crime and Mystery Movies
- Drama Movies
- Action and Adventure Movies
- Sci-fi Movies
- Music and Audio
- Television
- Animation TV
- Comedy TV
- Reality TV





## AUTOMOTIVE

# Reach Auto Intenders & Enthusiasts

Put your brand in the driver's seat and target top auto-related content with IRIS-enabled™ video.

Choose from a variety of auto content or even target specific auto brands.\*



## 5 Billion

MONTHLY AD REQUESTS

## Top Contextual Segments

- Automotive
- Auto Body Styles
- Auto Safety
- Auto Type
- Green Vehicles
- Luxury Cars
- Motorcycles
- Brands: American, Luxury, Import

*\*Scale may be limited when targeting specific brands.*



## TRAVEL

# Reach Travelers & Adventure Seekers

Leverage these contextual segments to target people watching travel content.

Place your brand next to top travel content with IRIS-enabled™ video and reach consumers planning their next getaway.



## 4 Billion

MONTHLY AD REQUESTS

### Top Contextual Segments

- Travel
- Travel TV
- Travel Type
- Adventure Travel
- Air Travel
- Beach Travel
- Budget Travel





## GAMING, TECH & COMPUTING

# Reach Gamers & Tech Gurus

Tap into these top segments to reach gamers and techies watching IRIS-enabled™ video content.

From product reviews to unboxing content, put your brand next to the video content this audience loves.



# 2 Billion

MONTHLY AD REQUESTS

## Top Contextual Segments

- Video Gaming
- Gaming Consoles
- Tech and Computing
- Artificial Intelligence
- Computer Software and Appliances
- Consumer Electronics
- Smartphones
- Cameras and Camcorders



# Get started in as little as 10 minutes.

Reach out to [contextdeals@iris.tv](mailto:contextdeals@iris.tv) to set up your IRIS-enabled™ Contextual Private Marketplace today.