

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 and verified video-level contextual data, **IRIS-enabled™ PMPs** give marketers access to over **5,000 contextual segments** for **scalable video ad targeting**.

VERIFIED BY YOUR DATA PARTNER OF CHOICE



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.



29 Billion

MONTHLY AD REQUESTS

Top Contextual Segments

- American Football
- Auto Racing
- Baseball
- Basketball
- College Sports
- College Baseball
- College Basketball
- College Football
- Cricket
- Men's Basketball
- Extreme Sports
- Walking
- Golf
- Ice Hockey
- Olympic Sports
- Soccer
- Swimming
- Diving
- Tennis
- Sports Equipment



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.



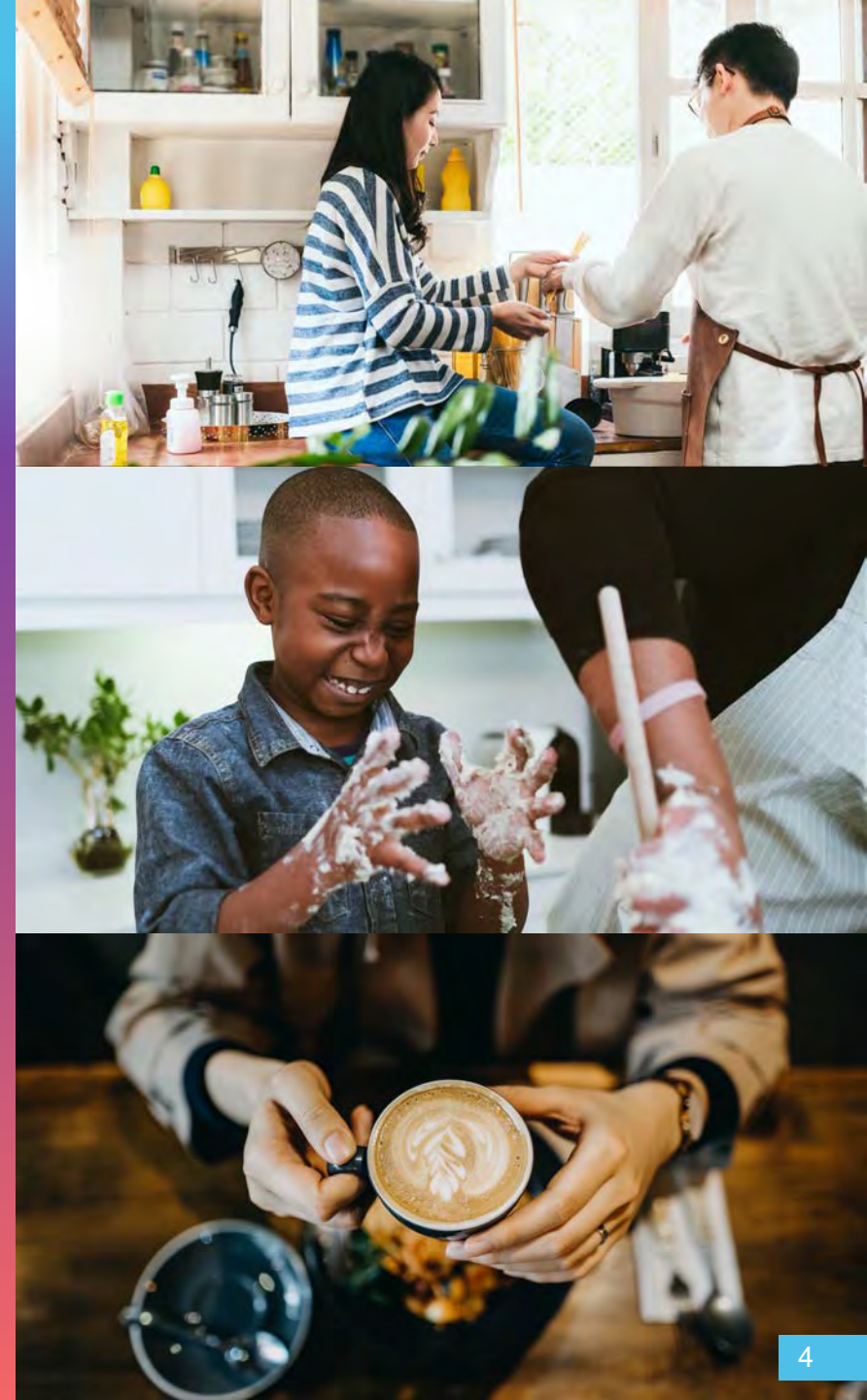
18 Billion

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
- Brands: Budweiser, Pepsi*

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



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.



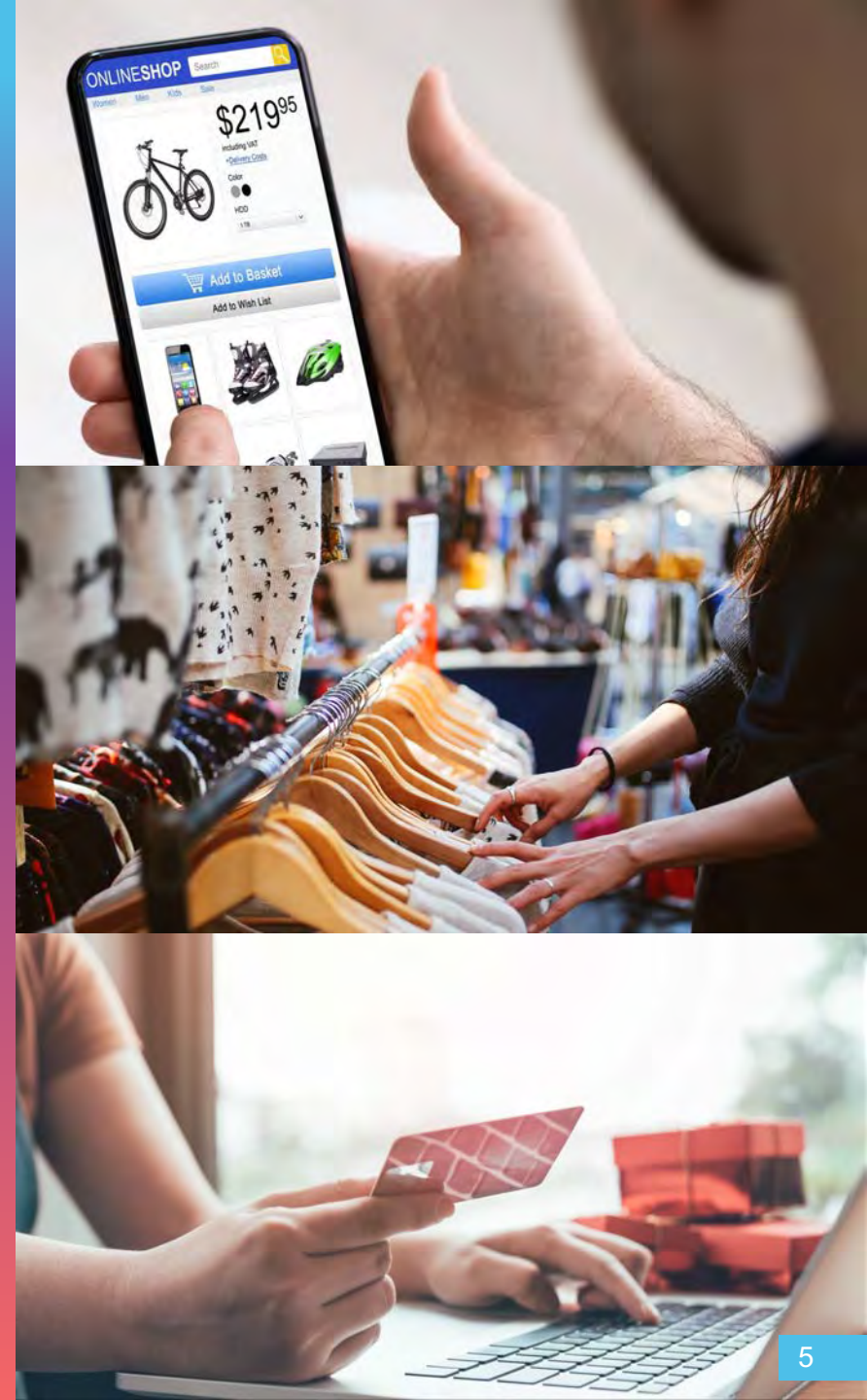
8 Billion

MONTHLY AD REQUESTS

Top Contextual Segments

- Style and Fashion
- Shopping
- Beauty
- Hair Care
- Personal Care
- Fashion Trends
- Women's Fashion
- Men's Fashion
- Men's Clothing
- Women's Clothing
- Brands: Nike, Adidas, Sephora*

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



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.*



6 Billion

MONTHLY AD REQUESTS

Top Contextual Segments

- Automotive
- Auto Technology
- Auto Body Styles
- Auto Safety
- Auto Type
- Green Vehicles
- Luxury Cars
- Motorcycles
- Brands: Toyota, Lexus, Dodge, Honda, Jeep, Autozone*

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



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
- Children's TV
- Music TV



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.



4 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.



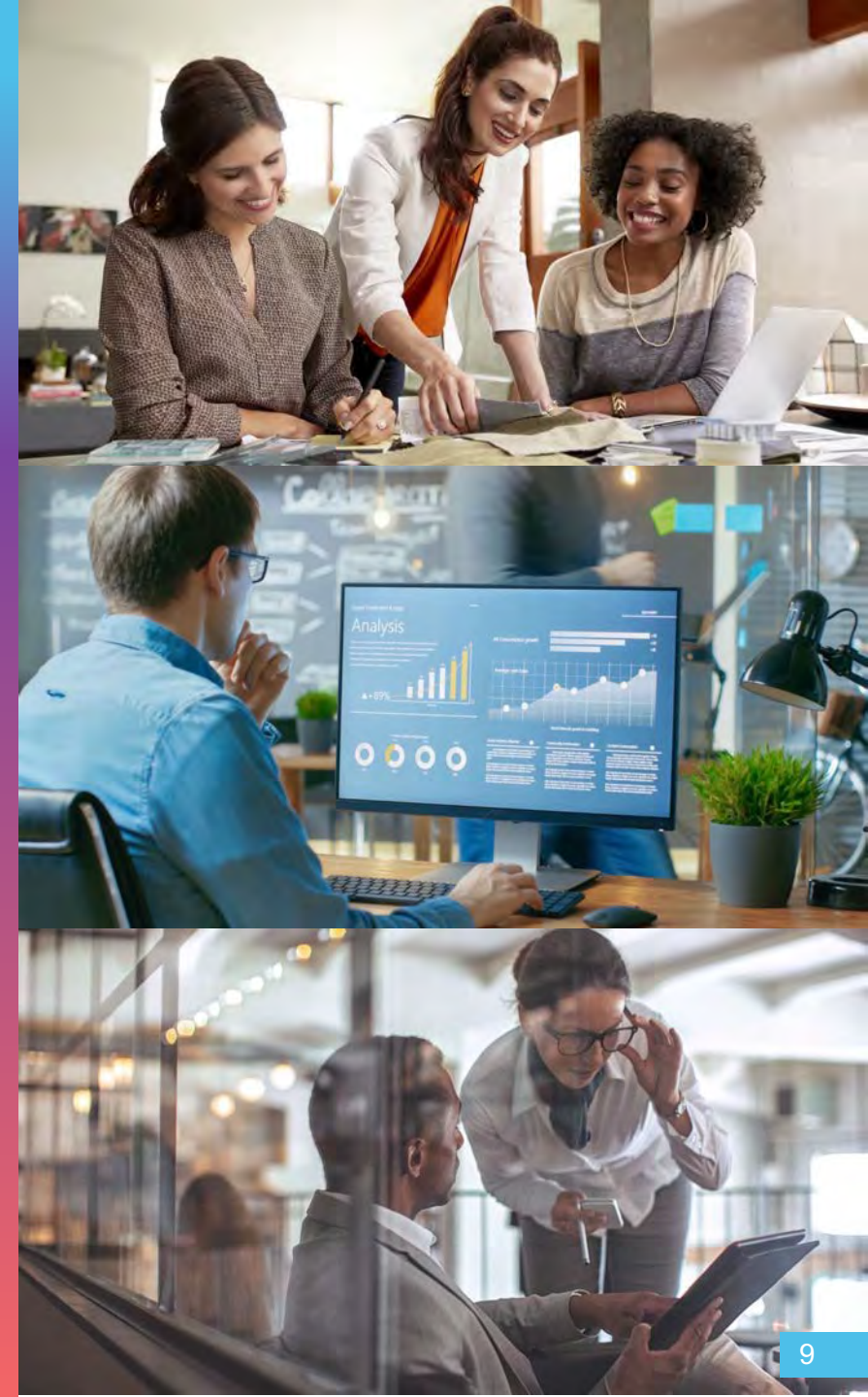
3 Billion

MONTHLY AD REQUESTS

Top Contextual Segments

- Business & Finance
- Economy
- Marketing and Advertising
- Startups
- Government Business
- Industries: Aviation, Technology, Logistics & Transportation
- Brands: State Farm, FedEx*

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



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 audiences loves.



3 Billion

MONTHLY AD REQUESTS

Top Contextual Segments

- Video Gaming
- Console Games
- Tech and Computing
- Computer Software and Appliances
- Consumer Electronics
- Smartphones
- Cameras and Camcorders
- Artificial Intelligence
- Computer Networking
- Internet
- Social Networking
- Brands: Google, IBM, Lenovo, Sony, AT&T*



Activate through your current programmatic partners. **Get started in as little as 10 minutes.**

Reach out to contextdeals@iris.tv to set up your IRIS-enabled™ Contextual Private Marketplace today.