



Spectrum REACH®

Ads That Work



Spectrum REACH

Spectrum Reach helps businesses of all sizes reach the right customers with TV and online advertising. We turn real connections into real results, making every dollar work harder and every campaign perform better.











2026 Convergent TV Award Winner

Best Brand + Agency Partnership
Best Use of Data in a Campaign
Creative Innovation in Converged Media

2026 Digiday Video & TV Award Finalist

Most Innovative Advertising Partner
Best Measurement Tool

5 Reasons to Advertise with Spectrum Reach

Data-powered, results-focused

Data and innovation power every step, reducing complexity and improving outcomes.

Smarter by design

Your TV and online ads work together across high-quality, brand-safe inventory, so your campaign delivers more for your budget.



Reach more, waste less

Smarter planning and precise targeting find the right people, helping you get more from every dollar.

No guesswork required

See clearly what worked with transparent results from ads run in brand-safe places.

Real people, real help

Expert guidance and tools that scale nationally built to fit your goals and budget, so you're never on your own.





Spectrum REACH

Solutions That Work

Whether you want to reach new customers, stay top of mind, drive action, or scale with confidence, we help you connect with the right audience—across traditional TV, streaming TV, and online.

Multiscreen TV

We are the industry's #1 multiscreen partner, with the largest ad-supported video inventory to help you reach your desired audiences however they consume content—on traditional TV or streaming.[1]

TV delivers impressions at scale and is integral to effective multiscreen strategies. Nearly 70% of U.S. adults watch at least one hour of TV weekly[2]—and 89% agree that TV ads directly influence their online searches.[3] With Spectrum Reach, you get advertising access to 60+ national traditional TV networks and 450+ streaming networks and publishers, including 130+ networks on the Spectrum TV App.

Online Advertising (Display, Online Video, Search)

Follow your audience across all screens as they watch, search, and scroll. With display ads, you can deliver targeted messages, on thousands of premium websites and apps, to help you reach the right customers and boost brand awareness. Engaging online video reinforces your TV campaign and expands your digital reach. We support all player sizes and playback positions. And our search solution exceeds industry standards across Google, Yahoo, and Bing, with a 56% higher clickthrough rate (CTR) and 72% lower cost per click (CPC).[4]

Products and capabilities may not be available in all markets.

Sources: 1. Scarborough, Market/Release: Scarborough USA+ 2024 Release 2 - Base: Total Adults 18+ - Target Definition: Watched ad-supported cable networks (SR Insertable) OR Watched apps within Spectrum Reach Streaming TV Portfolio - past 30 days. (SRSTV Defined: Spectrum TV App, Amazon Prime Video, Amazon FreeVee, DTV Stream, Discovery+, ESPN, Fubo, Paramount, Peacock, Philo, Pluto, Sling, Tubi). Apps reflective of Scarborough measurement and is not comprehensive. 2. Scarborough USA+ 2025 Release 2 (Base: Adults 18+/Target: 1+ hours of TV viewed per week). 3. TVB Purchase Funnel Report 2026. 4. Google and Bing industry benchmarks, Spectrum Reach Platform Report Q4 2024. *Versus than industry average.

The Spectrum Reach Total Universe

Move beyond fragmented buys. An immense integrated inventory of our owned-and-operated and partner premium placements works smarter together for better ROI.

Reach up to 98% of U.S. consumers

Traditional TV

HISTORY · COMEDY CENTRAL · bravo · USA · tbs · Discovery · MSNOW · CNN · FOX NEWS channel · ESPN · E! · Hallmark CHANNEL

Streaming TV

Spectrum · SPECTRUM NEWS · SPECTRUM SPORTSNET · D · Vizio · sling · xfinity stream · prime video · amazon ads · Peacock · pluto tv · fubo · crunchyroll · tubi

Online Video

TLC · NEW YORK POST · cafemom · food network · HGTV · Forbes · Esquire · ELLE

Channels, networks, websites and partners subject to change.
These are some examples and not an all-inclusive list

Source: Market/Release: Scarborough USA+ 2025 Release 1 Total, Base: Spectrum Reach Markets, Target Households, access internet OR owns smartphone OR subscribes to cable or telco or satellite service. Up to 99% in the SR Footprint and 98% in the total U.S.

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Spectrum TV App

The Spectrum TV App is the most viewed streaming app in the nation on an hours per household basis.[1] It is also #1 in attention time, meaning your ads are more likely to be seen and remembered.[2]

#1 in attention time

Sources: 1. Comscore CTV Intelligence Report 2022 through November 2025 U.S. Statement based on measurement of Average Hours Per HH per Month for Spectrum TV App vs. top streaming providers as measured on connected TVs, gaming consoles and streaming devices. 2. TVision – The State of CTV Advertising 2H 2022 Report; February 2023.



WE FAN *TOGETHER*.

Spectrum Reach delivers unparalleled access to sports fans, with 92% of all live, national sports programming.[1] Since 90% of fans watch sports live or within the same day, you can reach fully engaged audiences across all screens in one simple buy.[2]

92% of **all live**, national sports programming

90% of fans watch sports **live** or within the **same day**

Sources: 1. Nielsen National Sports Report, 2Q25-1Q26. Live Sports Events on Ad-Supported Cable & Broadcast TV; U.S. Households, including Big Data Plus Panel. Adjusted for new Media Rights Deals, including streaming exclusives (Apple TV, Prime Video, Hulu, Netflix, Peacock, Victory+, etc.) and live Local Broadcast, Regional Sports Network, and Spanish-Language game coverage, including ACCN, SECN, and CBSS. Non-exclusive streaming unduplicated for purpose of telecast counts. 2. Based on Nielsen NPower network genres and not specific programs, April 2025 through Mar 2026, M-Su 6a-12m.



Spectrum News

Spectrum News provides 24/7, community-focused coverage that is trusted by local viewers across the nation. Spectrum News is the #1 news network among Spectrum customers, out-delivering reach compared to national networks, all in a brand-safe environment.

Source: Spectrum Reach Household Viewing Data, 1H25 (Jan-Jun), #1 in Unique HH Reach among cable networks in markets with a local Spectrum News network, minimum 5-minute consecutive viewing.

What You Can Expect

Real people, real help.

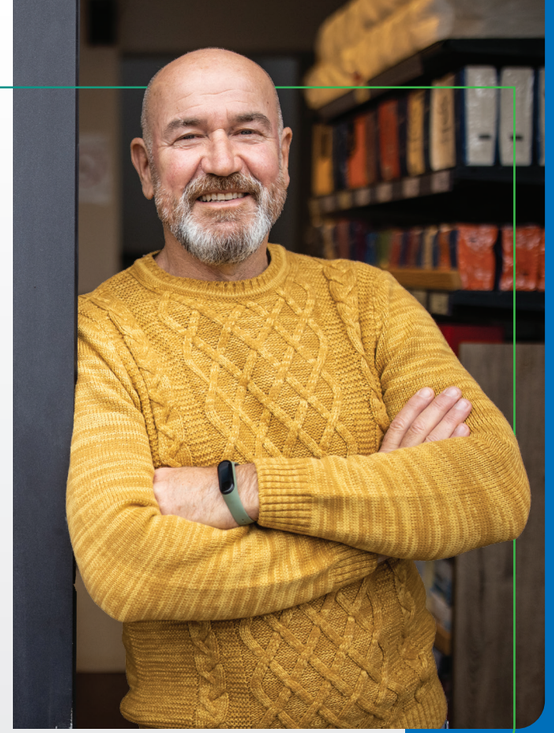
Navigate the multifaceted media environment with expert guidance, advanced tools, and affordable pricing that scales smarter to evolve with you.

We make sure you're never on your own, with hands-on guidance, flexible options, and local insights to grow with confidence.

TAG Certification

Spectrum Reach is platinum certified by the Trustworthy Accountability Group (TAG), a cross-industry accountability program focused on brand safety and eliminating fraudulent digital advertising traffic. We have all four TAG certifications, ensuring the highest level of safety for your brand, protecting against all forms of ad fraud. We also partner with DoubleVerify to monitor viewability and invalid traffic.





Spectrum REACH

Flexible Buying Options

Spectrum Reach makes it easy to advertise on TV, even without a big budget or technical expertise. With our easy-to-use Media Reach Calculator, you can see for yourself just how your advertising budget would translate to potential reach, impressions, and frequency.

We provide multiple ways to buy premium video inventory—as a managed service or programmatically through private marketplace, programmatic guaranteed, or major DSP marketplaces.

Try the Media Reach Calculator.

Spectrum REACH

Creative Services

Unlock access to our award-winning creative agency, Kernel.

Our team of local professionals brings national brand expertise and creative solutions that help clients connect with their customers and grow their business. Our creative solutions are unforgettable, and our award-winning creative is backed by 41 American Advertising Awards and 180 Telly Awards since 2020.

We specialize in:

- Concept
- Production
- Lighting
- Makeup
- Special effects

221
awards
since 2020



Kernel Concierge

Human led, AI-powered

In between full production and our DIY solution, we offer Kernel Concierge. Our team of experienced video editors build AI-accelerated creative for clients who need speed and value; delivering Kernel quality and strategy for Spectrum Reach clients with smaller budgets.

We also offer fast, easy video options right at your fingertips. Our AI video production tools let you create an ad in just minutes, customized based on the content your business already has online.

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4 Steps to Effective Advertising





1. Understand your audience

The best data gets the best results. As part of Spectrum, the largest connectivity company in the U.S., Spectrum Reach has first-party data from 30M+ subscribers and access to nearly 500M+ connected IP devices. We use these connections along with premium third-party insights to understand viewing habits in a privacy-focused way, giving you unmatched quality data to reach more and waste less—both impressions and ad spend.

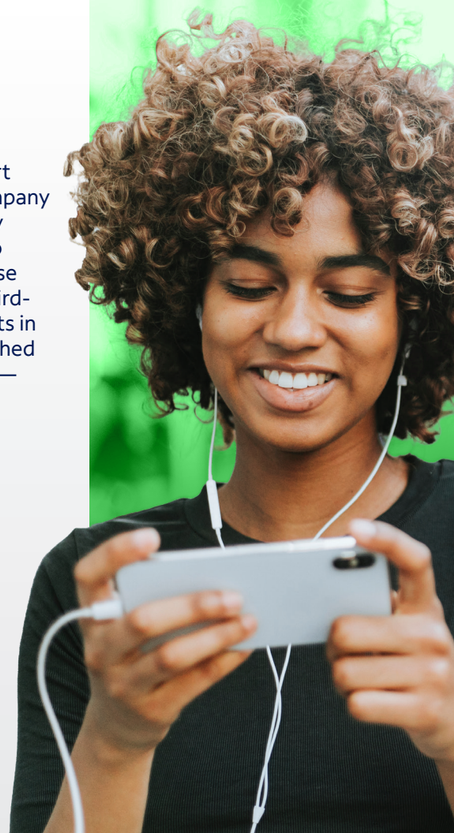
Data from

30M+

subscriber households

500M+

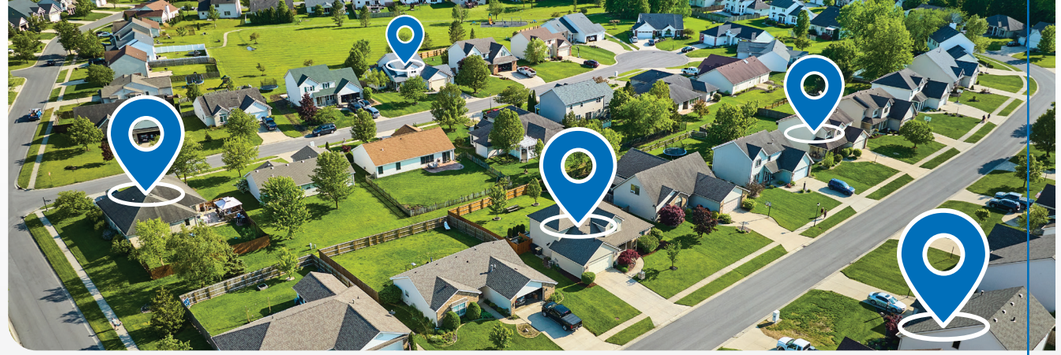
connected IP devices



2. Plan smarter

Smarter planning and precise targeting help you identify the right people and get more from your advertising dollar.

With Spectrum Reach Architect, our AI and first-party data-powered planning platform, we create multiscreen ad schedules that deliver engaged audiences with local depth and national scale. This eliminates the guesswork from media buying, providing data-driven insights to improve ROI and achieve campaign goals.





3. Target the right audience

We layer our proprietary first-party data with premium third-party insights to identify your target audience, find them across every screen, and deliver impressions more effectively. Target with precision, from a zip-code level or addressable down to the household. Our advanced audience targeting uses data signals, including IP address, device ID, network, and genre, to reach your best customers with greater transparency and unmatched insights.

As an MVPD, our addressable match rate is 95%—well above the industry benchmarks of 60%. That means better value for your advertising dollar.

95%
addressable match rate

Source: CIMM, Guidelines for Planning & Buying Addressable TV Advertising, February 2024.

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4. Measure what matters

We provide proof you can trust. Our easy-to-use dashboards show how spend translates into outcomes—no guesswork required. With transparent attribution, you get true clarity on audience reach, connecting the dots between your digital ad exposures to customer actions. You see clearly what's working, so you can optimize your campaign.







Client Success Stories

We deliver campaigns that drive brands forward—and the results prove it.

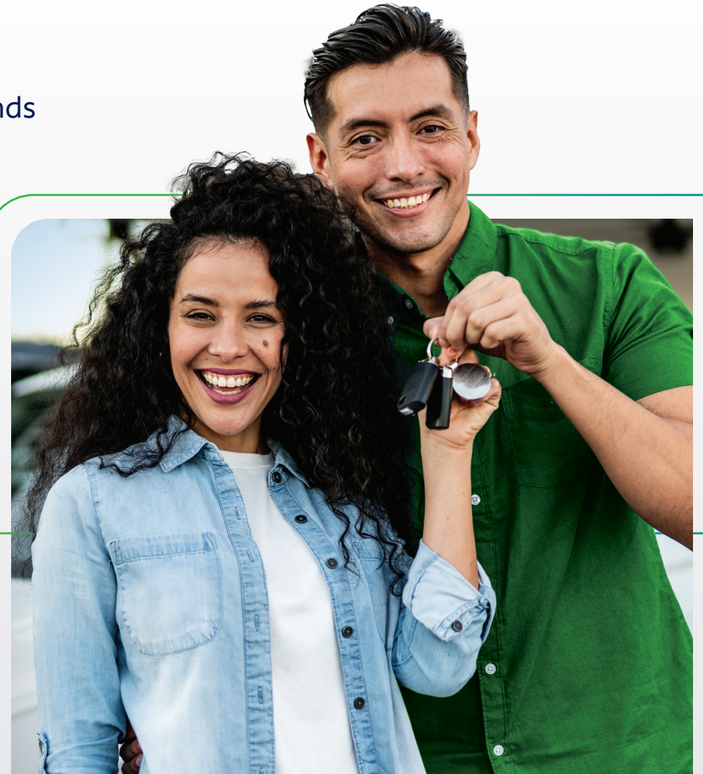
Multiscreen Advertising Accelerates Growth

Automotive dealer Menke GMC Mazda leveraged Spectrum Reach's data-driven insights to drive brand awareness and accelerate their growth.

The dealership achieved 30% year-over-year sales growth and became the #1 GMC dealership in the state.

30% year-over-year sales growth

#1 GMC dealership in the state.





Supercharging Campaigns with Data

Matter Brothers, a high-end furniture retailer, used Spectrum Reach's data-driven targeting and measurement to drive sales, increase audience reach, and reduce wasted ad spend and impressions. This led them to triple their ad investment with confidence.

3x ad investment with confidence.

Read these and more success stories on SpectrumReach.com/case-studies.

Spectrum REACH®



Getting started

Turn real connections into real results. With powerful insights across TV and online, Spectrum Reach ensures you reach the right people—without wasted budget or unnecessary complexity. That's easy and affordable advertising. That's ads that work.

Get Started Today

1-844-TO-REACH

SpectrumReach.com

