

# Ampersand (NCC) Viewer Specific TV Ads



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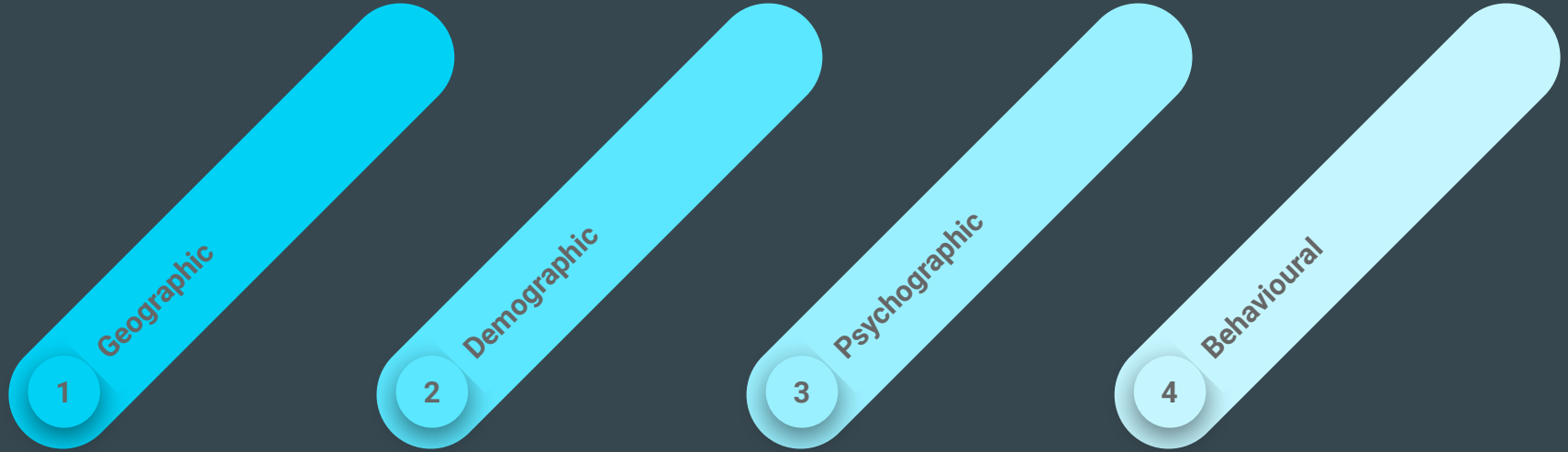


- TV Advertising Sales & Technology Company
- Newly rebranded
- Bringing back the relevance of TV ads
- Jointly owned by Comcast Corp., Charter Communications Inc., and Cox Communications Inc.

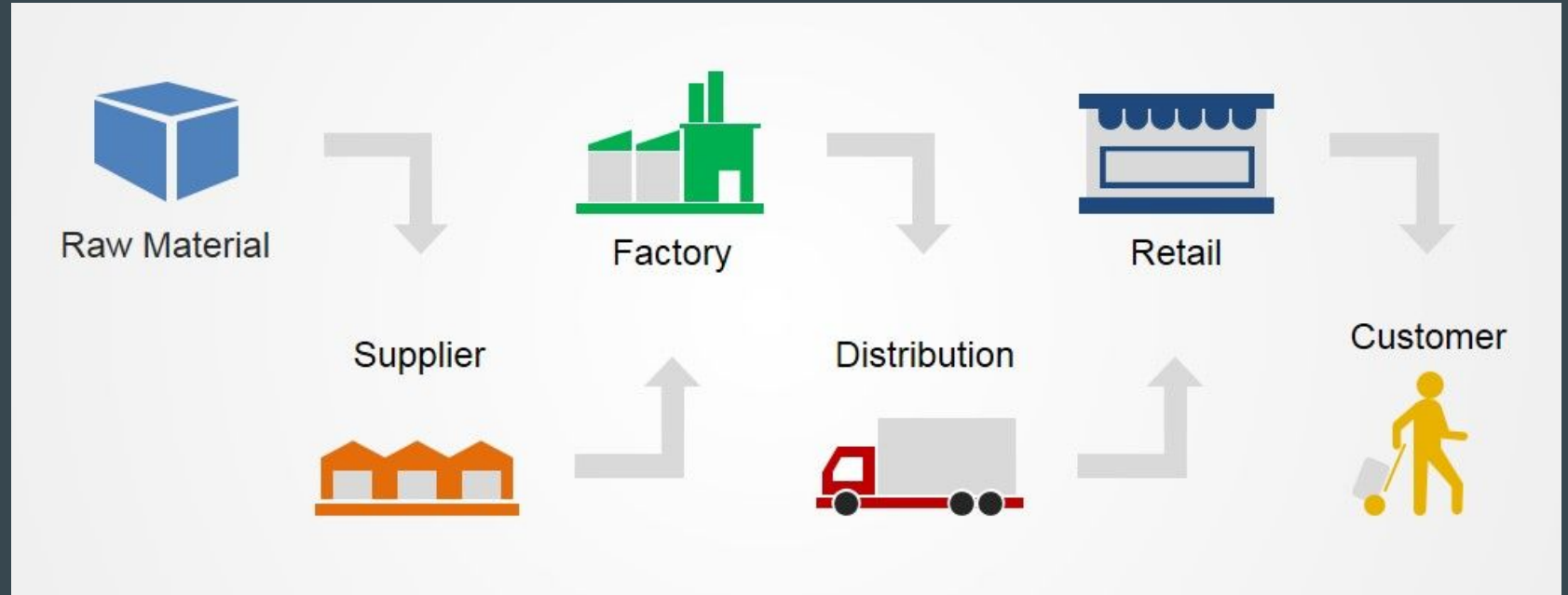
# Ampersand in the News

- Ampersound is launching data driven service that will make it easier for television networks and advertisers to target commercials to specific consumer groups
- Before, the organization sold the three companies' targeted ad inventory based largely on the location of subscribers
  - Popular amongst local car dealerships & political advertisers
  - BUT, targeting using more specific data on a wider scale requires marketers to buy data sets across different pay-TV distributors + reconcile different data sets

# STP at its Finest: Step 2 (Segmentation Methods)



# B2B Marketing



# Articles Used

<https://www.wsj.com/articles/major-cable-companies-compile-more-granular-data-to-fuel-targeted-ads-11569232800?mod=djemCMOToday>

<https://www.ama.org/marketing-news/cable-companies-to-offer-viewer-specific-ads/>