123Push[SM] a Stirista solution | **Winter Olympics Segment**

Segment Name	Segment Description
123Push > Consumer > Social Media Followers > Intent > Olympics	Individuals following Olympics related social media such as @Olympics and @TeamUSA. (FLA Friendly)
123Push > Consumer > Interest > Sports and Recreation > Olympics	Individuals who are interested in Olympics based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Lifestyles > Summer Olympics Enthusiasts	Individuals who are Summer Olympics Enthusiasts based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Consumer > Lifestyles > Winter Olympics Enthusiasts	Individuals who are Winter Olympics Enthusiasts based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Olympics	Individuals who are interested in Olympics based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Lifestyles > Summer Olympics Enthusiasts	Individuals who are Summer Olympics Enthusiasts based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Lifestyles > Winter Olympics Enthusiasts	Individuals who are Winter Olympics Enthusiasts based on surveys, social media data, and online/purchase activity. (FLA Friendly)
123Push > Instant Intent > CTV Streaming Genre > Sports Olympics TV Viewers	Individuals who have recently streamed sports olympics TV. This data is sourced from proprietary SDK and app partnerships that track billions of real time mobile app and CTV viewership datapoints.
123Push > Instant Intent > Recent Content Viewers > Sports > Olympics	Individuals who enjoy olympics based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Instant Intent > Recent Content Viewers > Sports > Figure Skating	Individuals who enjoy figure skating based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Instant Intent > Recent Content Viewers > Sports > Figure Skating	Individuals who enjoy figure skating based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Instant Intent > Recent Content Viewers > Sports > Skiing	Individuals who enjoy skiing based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Instant Intent > Recent Content Viewers > Sports > Snowboarding	Individuals who enjoy snowboarding based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Optimized for Audio > Consumer > Interest > Sports > Snow Skiing	30 day full data refresh: Individuals interested in snow skiing and are highly likely to travel to ski locations and purchase skiing equipment. (FLA Friendly)
123Push > Consumer > Interest > Sports > Snow Skiing	Individuals interested in snow skiing and are highly likely to travel to ski locations and purchase skiing equipment. (FLA Friendly)
123Push > Consumer > Interest > Sports and Recreation > Snowboarding	Individuals who are interested in Snowboarding based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Interest > Sports and Recreation > Skiing	Individuals who are interested in Skiing based on surveys, social media data, and online/purchase activity data. (FLA Friendly)

Segment Name	Segment Description
123Push > Consumer > In Market > Snow Skiing Enthusiasts	Individuals who are Snow Skiing Enthusiasts based on surveys, social media data, online activity, and transactional purchase data. (FLA Friendly)
123Push > Consumer > Travel Motivation > Travelers Who Like Skiing	Individuals among travelers who like music concerts and festivals. Based on online/purchase activity, and surveys.
123Push > Optimized for CTV > Consumer > Interest > Sports > Snow Skiing	30 day full data refresh: Individuals interested in snow skiing and are highly likely to travel to ski locations and purchase skiing equipment. (FLA Friendly)
123Push > Consumer > Interest > Sports > Hockey	Individuals interested in hockey related topics such as NHL, recreational hockey, and ice skates. (FLA Friendly)
123Push > Consumer > Interest > Sports and Recreation > Ice Hockey	Individuals who are interested in Ice Hockey based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Consumer > Interest > Sports and Recreation > Ice Hockey > National Hockey League (NHL)	Individuals who are interested in the NHL based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports > Hockey	30 day full data refresh: Individuals interested in hockey related topics such as NHL, recreational hockey, and ice skates. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Ice Hockey > National Hockey League (NHL)	Individuals who are interested in the NHL based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Sports and Recreation > Ice Hockey	Individuals who are interested in Ice Hockey based on surveys, social media data, and online/purchase activity data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Television Networks > ESPN	Individuals interested in ESPN Television Network according to transactional and online activity as well as social media data. (FLA Friendly)
123Push > Instant Intent > Recent Content Viewers > Sports > Pro Ice Hockey	Individuals who enjoy pro ice hockey based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Consumer > Social Media Followers > Intent > Television Networks > NBC	Individuals following NBC Network related social media such as @nbc and @nbcbrooklyn99. (FLA Friendly)
123Push > Consumer > Interest > Entertainment > Television Networks > NBC	Individuals interested in NBC Television Network according to transactional and online activity as well as social media data. (FLA Friendly)
123Push > Consumer > Travel Motivation > Travelers Who Like Outdoor Activities	Individuals among travelers who like music concerts and festivals. Based on online/purchase activity, and surveys.

stirista | Winter Olympics Segment

Segment Name	Segment Description
Stirista > Consumer > Interest > Sports > Hockey	Individuals who are interested in Hockey. Individuals who are highly interested in NHL, AHL, ESPN, and The Stanley Cup.
Stirista > Interest > Hockey	Individuals who are interested in Hockey. Individuals who are highly interested in NHL, AHL, ESPN, and The Stanley Cup. (FLA Friendly)
Stirista > Category > Ice Hockey	Individuals who are interested in Hockey. Individuals who are highly interested in NHL, AHL, ESPN, and The Stanley Cup. (FLA Friendly)
Stirista > Interest > Sports Fans	Individuals who are interested in Sports Fans. Individuals who are highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer. (FLA Friendly)
Stirista > Interest > Sports News	Individuals who are interested in Sports News. Individuals who are highly interested in Football, Baseball, Basketball, Tennis, Golf, and Soccer. (FLA Friendly)
Stirista > Entertainment > Television Network > NBC	Individuals following NBC Network related social media such as @nbc and @nbcbrooklyn99. (FLA Friendly)
Stirista > Consumer > Lifestyles > Sporty Lifestyle	Individuals who enjoy living a Sporty Lifestyle. All individuals who most likely take part in one or more sports like Football, Basketball, Baseball, Golf, Soccer, Tennis, Boxing, Volleyball, Skiing, Hockey, Lacrosse, Rugby, Softball, and Track And Field.
Stirista > Consumer > Seasonal > High Income Skiing Enthusiasts	High income individuals who are skiing enthusiasts. Includes all High incomes between $100,000 - 250,000+.
Stirista > Seasonal > Winter Activity Enthusiasts	Individuals with an interest in winter activities. Individuals who are highly interested in activites like Skiing, Tubing, Sledding, Dog Sledding, Snow Boarding, Making Hot Cocoa, and Ice Fishing. (FLA Friendly)
Stirista > Consumer > Interests > Snow Skiing	Individuals with an interest in winter activities. Individuals who are highly interested in activites like Skiing, Tubing, Sledding, Dog Sledding, Snow Boarding, Making Hot Cocoa, and Ice Fishing. (FLA Friendly)
Stirista > Snowboarding	Individuals following Snowboarding related social media. (FLA Friendly)

LBDIGITAL
A STIRISTA SOLUTION

Winter Olympics Segment

Segment Name	Segment Description
LBDigital > Activities > Sports and Recreation > Olympics	This audience contains people who enjoy watching the Olympics on tv or in person. Many people are fans of a few of their favorite sports, while others enjoy the thrill of watching the countries compete.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Olympics	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Olympics.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Winter Olympics	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Olympics and Winter Olympics.
LBDigital > Browser Activity > Sports and Recreation > Skiing	This category contains consumers who enjoy skiing as part of their sports and recreation regimen.
LBDigital > Browser Activity > Sports and Recreation > Outdoor Enthusiasts	This category contains consumers who love the great outdoors. They enjoy hiking, rock climbing, boating, skiing , snow showing and more.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Sports > Snow Skiing	This audience contains Fair Lending qualified individuals who have a strong interest in snow skiing and are highly likely to travel to ski locations and purchase skiing equipment.
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Hockey > At The Rink > Unknown Gender	This audience of CTV/Video/OTT viewers enjoy watching Hockey - unknown gender
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Spectator Sports > Hockey > At The Rink > Male	This audience of CTV/Video/OTT viewers enjoy watching Hockey - male
LBDigital > Browser Activity > Sports and Recreation > Hockey	This category contains consumers who enjoy hockey as part of their sports and recreation regimen.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Spectator Sports > Hockey > Female	This audience contains female individuals interested in hockey.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Sports > Hockey	This audience contains Fair Lending qualified individuals who have a strong interest in hockey related topics such as NHL, recreational hockey
LBDigital > Browser Activity > TV Everywhere > Networks > NBC	This category contains consumers who watch the NBC network as their network of choice.
LBDigital > Browser Activity > Entertainment > NBC	This category contains consumers who enjoy watching entertainment and programs on the NBC network.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > Brand > NBC Universal	This audience contains brand loyalists who have Browsed and responded to Contextual ads for NBC Universal.

AMERIBASE DIGITAL
A STIRISTA SOLUTION

Winter Olympics Segment

Segment Name	Segment Description
Ameribase Digital > Extreme Sports	Stradalli Performance Sports Marketing brings you access to responsive sports fans across the United States.
Ameribase Digital > Extreme Sports > Sporting Ticket Buyers	Stradalli Performance Sports Marketing brings you access to responsive sports fans across the United States. This segment consists of sports lovers across all types of sports that have purchased tickets to major sporting events.
Ameribase Digital > Extreme Sports > Extreme Sports Enthusiasts	Stradalli Performance Sports Marketing brings you access to responsive sports fans across the United States. This segment consists of fans of extreme sports such as snowboarding, skateboarding, rock climbing, and surfing.
Ameribase Digital > Social Behaviors > Sport Fans > Winter Sports	These consumers have responded to contextual ads about Winter Sports through a variety of social media sites.
Ameribase Digital > Social Behaviors > Sport Fans > Winter Sports > Ice Skating	These consumers have responded to contextual ads about Ice Skating through a variety of social media sites.
Ameribase Digital > Social Behaviors > Sport Fans > Winter Sports > Skiing & Snowboarding	These consumers have responded to contextual ads about Skiing & Snowboarding through a variety of social media sites.
Ameribase Digital > Social Behaviors > Sport Fans > World Sports Competitions	These consumers have responded to contextual ads about World Sports Competitions through a variety of social media sites.
Ameribase Digital > Social Behaviors > Sport Fans > World Sports Competitions > Olympics	These consumers have responded to contextual ads about Olympics through a variety of social media sites.
Ameribase Digital > Recent Content Viewers > Sports > Olympics	Individuals who enjoy consuming olympics content based on multiple partnerships that track Mobile App and CTV Viewership data.
Ameribase Digital > Recent Content Viewers > Sports > Pro Ice Hockey	Individuals who enjoy consuming pro ice hockey content based on multiple partnerships that track Mobile App and CTV Viewership data.
Ameribase Digital > Recent Content Viewers > Sports > Skiing	Individuals who enjoy consuming skiing content based on multiple partnerships that track Mobile App and CTV Viewership data.
Ameribase Digital > Recent Content Viewers > Sports > Snowboarding	Individuals who enjoy consuming snowboarding content based on multiple partnerships that track Mobile App and CTV Viewership data.
Ameribase Digital > CTV Watchers by Content Type > Olympics CTV Watchers	These consumers are active media engagers and have recently watched sports olympics TV and routinely engage with similar content, sourced by multiple partnerships to track CTV viewership and mobile app usage.
Ameribase Digital > Pixel Perfect > Brand > NBC	This ad engager and shoppers audience includes consumers who actively engage with online ads and shop and puchase their favorite brands including NBC.
Ameribase Digital > Brand > NBC	Based on online behavioral information, these consumers consume content about topics like NBC.