123Push

Segment Name	Segment Description
123Push > Consumer > Social Media Followers > Brand Affinity > Movies > AMC Theatres	Individuals following AMC Theatres on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Movies > IMAX	Individuals following IMAX on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Movies > Regal Movies	Individuals following Regal Movies on social media. (FLA Friendly)
123Push > Consumer > Social > Intent > Movies and Movie Theater Intent	Individuals engaging with social media content related to luxury auto brand intent such as @RegalMovies, @IMAX, and @AMCTheaters.
123Push > Optimized for CTV > B2B > Decision Makers > Entertainment > Movie and Video Decision Makers	30 day full data refresh: Individuals who are Movie and Video Decision Makers based on B2B titles and company industry codes. Source: partnerships with marketing agencies, research companies, and websites/retailers that allow customers to receive opt-in third party offers.
123Push > Optimized for CTV > Consumer > Social Media Followers > Intent > Movies	30 day full data refresh: Individuals following Movies related topics and brands and social media. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Social Media Followers > Intent > Entertainment	30 day full data refresh: Individuals following Entertainment related topics and brands and social media. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interests > Movies	30 day full data refresh: Individuals interested in movies who enjoy watching movies and TV and going to movie theaters. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Purchase Intent > Frequent Movie Purchasers	30 day full data refresh: Individuals who are frequent Movie purchasers based on transactional purchase data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment	30 day full data refresh: Individuals interested in entertainment including movies, music, and television. These individuals are highly likely to purchase entertainment related products and services such as cable or subscription television and movies. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Film and Television	Individuals interested in Film and Television according to social media data and online/transactional activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Arts	Individuals interested in Animation film and television according to social media data and

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and Entertainment > Film and Television > Animation	online/transactional activity.
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Film and Television > Movies	Individuals interested in Movies according to social media data and online/transactional activity.
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Film and Television > Movies > Action Movies	Individuals interested in Action Movies according to social media data and online/transactional activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Film and Television > Movies > Comedy Movies	Individuals interested in Comedy Movies according to social media data and online/transactional activity.
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Film and Television > Movies > Documentary	Individuals interested in Documentary according to social media data and online/transactional activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Film and Television > Movies > Horror Movies	Individuals interested in Horror Movies according to social media data and online/transactional activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Film and Television > Movies > Romance Movies	Individuals interested in Romance Movies according to social media data and online/transactional activity.
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Film and Television > Movies > Science Fiction and Fantasy Movies	Individuals interested in Science Fiction and Fantasy Movies according to social media data and online/transactional activity. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Performing Arts and Live Theater	Individuals who are interested in Performing Arts and Live Theater based on self-reported surveys, online activity, social media data, and transactional data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Movie Producers and Distributors > Walt Disney Studios Motion Pictures	Individuals interested in Walt Disney Studios Motion Pictures according to online/transactional activity and social media data.
123Push > Optimized for CTV > Consumer > Interest > Comedy and Humor > Comedy Movies	Individuals who are interested in comedy movies according to social media data and transactional/online activity data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Movie Festivals and Award Shows	Individuals interested in Movie Festivals and Award Shows according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest >	Individuals interested in Anime Movies according to online/transactional activity and social

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Entertainment > Movies > Animation Movies > Anime Movies	media data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Biography Movies	Individuals interested in Biography Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Classic Movies	Individuals interested in Classic Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Drama Movies	Individuals interested in Drama Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Faith and Spirituality Movies	Individuals interested in Faith and Spirituality Movies according to online/transactional activity and social media data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > History Movies	Individuals interested in History Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Music and Musical Movies	Individuals interested in Music and Musical Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Mystery and Suspense Movies	Individuals interested in Mystery and Suspense Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Romantic Comedy Movies	Individuals interested in Romantic Comedy Movies according to online/transactional activity and social media data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Special Interest Movies	Individuals interested in Special Interest Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Sports Movies	Individuals interested in Sports Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Sports and Fitness Movies	Individuals interested in Sports and Fitness Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Superhero Movies	Individuals interested in Superhero Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Thriller Movies	Individuals interested in Thriller Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > War Movies	Individuals interested in War Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest >	Individuals interested in Western Movies according to online/transactional activity and social

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Entertainment > Movies > Western Movies	media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Movie Producers and Distributors	Individuals interested in Movie Producers and Distributors according to online/transactional activity and social media data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Movie Reviews	Individuals interested in Movie Reviews according to online/transactional activity and social media data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Movie Producers and Distributors > Universal Studios	Individuals interested in Universal Studios according to online/transactional activity and social media data.
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Movie Producers and Distributors > Sony Pictures Entertainment Inc	Individuals interested in Sony Pictures Entertainment Inc according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Movie Producers and Distributors > Warner Bros Entertainment Inc	Individuals interested in Warner Bros Entertainment Inc according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Crime Movies	Individuals interested in Crime Movies according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Entertainment > Movies > Movie Producers and Distributors > Paramount Pictures Corporation	Individuals interested in Paramount Pictures Corporation according to online/transactional activity and social media data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Past Purchasers > Movies	Individuals who are past purchasers of movies based on surveys, online activity, and purchase data. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Entertainment > Marvel	Individuals following Marvel on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Entertainment > DC Comics	Individuals following DC Comics on social media. (FLA Friendly)
123Push > Consumer > Social Media Followers > Brand Affinity > Entertainment > Comic-Con	Individuals following Comic-Con on social media. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Arts and Entertainment > Reading > Formats > Comics	Individuals interested in reading Comics based on surveys, social media data, online activity, and purchase data. (FLA Friendly)
123Push > Optimized for CTV > Consumer > Interest > Arts Culture and Literature > Literature > Comic Book/Strips	Individuals interested in Comic Book/Strips based on social media data and online/purchase activity. (FLA Friendly)

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123Push > Instant Intent > Recent Content Viewers > Hobbies and Interests > Comic Books	Individuals who enjoy comic books based on proprietary SDK and app partnerships that track billions of real time mobile app and online content viewership datapoints.
123Push > Consumer > Interest > Arts and Entertainment > Reading > Formats > Comics	Individuals interested in reading Comics based on surveys, social media data, online activity, and purchase data. (FLA Friendly)
123Push > Consumer > Interest > Books	Individuals who are interested in reading books. (FLA Friendly)
123Push > Consumer > Interest > Books > Astrology Books	Individuals who are interested in reading Astrology Books. (FLA Friendly)
123Push > Consumer > Interest > Books > Avid Readers	Individuals who are Avid Readers. (FLA Friendly)
123Push > Consumer > Interest > Books > Children's Books	Individuals who are interested in reading Children's Books.
123Push > Consumer > Interest > Books > Entertainment Books	Individuals who are interested in reading Entertainment Books. (FLA Friendly)
123Push > Consumer > Interest > Books > Fiction Books	Individuals who are interested in reading Fiction Books. (FLA Friendly)
123Push > Consumer > Interest > Books > Military Books	Individuals who are interested in reading Military Books. (FLA Friendly)
123Push > Consumer > Interest > Books > Mystery Books	Individuals who are interested in reading Mystery Books. (FLA Friendly)
123Push > Consumer > Interest > Books > News And Politics	Individuals who are interested in reading News And Politics . (FLA Friendly)
123Push > Consumer > Interest > Books > Audiobooks	Individuals who are interested in reading Audiobooks. (FLA Friendly)
123Push > Consumer > Interest > Books > Romance Books	Individuals who are interested in reading Romance Books. (FLA Friendly)
123Push > Consumer > Social Media Followers > Intent > Books	Individuals following Books related topics and brands and social media. (FLA Friendly)
123Push > Consumer > Interest > Arts and Entertainment > Reading	Individuals interested in reading based on surveys, social media data, online activity, and purchase data. (FLA Friendly)
123Push > Consumer > Interest > Arts and Entertainment > Reading > Fiction	Individuals interested in reading Fiction literature based on surveys, social media data, online activity, and purchase data. (FLA Friendly)
123Push > Consumer > Interest > Arts and Entertainment > Reading > Fiction > Romance	Individuals interested in reading Romance Fiction literature based on surveys, social media data, online activity, and purchase data. (FLA Friendly)
123Push > Consumer > Interest > Arts and Entertainment > Reading > Fiction > Science Fiction and Fantasy	Individuals interested in reading Science Fiction and Fantasy literature based on surveys, social media data, online activity, and purchase data. (FLA Friendly)
123Push > Consumer > Interest > Arts and Entertainment >	Individuals interested in reading Audiobooks literature based on surveys, social media data,

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Reading > Formats > Audiobooks	online activity, and purchase data. (FLA Friendly)
123Push > Consumer > Interest > Arts and Entertainment > Reading > Formats > eBooks	Individuals interested in reading eBooks based on surveys, social media data, online activity, and purchase data. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction	Individuals interested in Fiction Books based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Comedy Literature	Individuals interested in Comedy Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Drama Literature	Individuals interested in Drama Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Family Literature	Individuals interested in Family Literature based on social media data and online/purchase activity.
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Fantasy Literature	Individuals interested in Fantasy Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Manga Literature	Individuals interested in Manga Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Mystery Literature	Individuals interested in Mystery Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Poetry Literature	Individuals interested in Poetry Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Romance Literature	Individuals interested in Romance Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Science Fiction Literature	Individuals interested in Science Fiction Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Non-Fiction	Individuals interested in Non-Fiction Books based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Non-Fiction >	Individuals interested in Autobiography Literature based on social media data and online/purchase activity. (FLA Friendly)

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Autobiography Literature	
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Non-Fiction > Biography Literature	Individuals interested in Biography Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Non-Fiction > History Literature	Individuals interested in History Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Horror Literature	Individuals interested in Horror Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > Fables Literature	Individuals interested in Fables Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books	Individuals interested in Books based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Interest > Arts Culture and Literature > Literature > Books > Fiction > History Literature	Individuals interested in History Literature based on social media data and online/purchase activity. (FLA Friendly)
123Push > Consumer > Purchase Intent > Frequent Books Purchasers	Individuals who are frequent Books purchasers based on transactional purchase data. (FLA Friendly)

Stirista Segments

Segment Name	Segment Description
Stirista > Frequent Purchasers > Movies	Individuals who have recently/frequently purchased movies related products. (FLA Friendly)
Stirista > Interest > Movie Theaters	Individuals who are interested in Movie Theaters. (FLA Friendly)
Stirista > Interest > Performance Arts and Theater	Individuals who are interested in Performance Arts and Theater. (FLA Friendly)
Stirista > Intent > B2C > Entertainment > Movies	Observed behavior of online users with intentional action suggesting interest in Entertainment-Movies and/or supporting products. (FLA Friendly)

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Stirista > Consumer > Interests > Movie Collector	Individuals with movie collector interest/flag. Individuals interested in Netflix, Hulu, Amazon Prime Video, Disney+, HBO Max, Peacock, Paramount+, Apple TV+, and Discovery+. (FLA Friendly)
Stirista > Consumer > Interests > Movie / Music Grouping	Individuals with movie / music grouping interests/flags. (FLA Friendly)
Stirista > Entertainment > Movie Enthusiasts	Individuals who enjoy Movie Enthusiasts for entertainment. This includes all genres like Horror, Action, Romance, Drama, Science Fiction, Comedy, Western, Documentary, Musical, Thriller, Fiction, Romantic Comedy, Crime, War, Music, Adventure, Historical Film, Dark Comedy, Slasher, Children and Family, Mystery, Fantasy, Short, Superhero, Television, and Sports. (FLA Friendly)
Stirista > Past Purchasers > Movies, Television and Video	Individuals who are past purchasers of Movies, Television and Video. (FLA Friendly)
Stirista > HNWI > Likely to Purchase > Movies	High Net Worth Individuals who are likely to purchase Movies. Includes all High incomes between $100,000 - 250,000+.
Stirista > HNWI > Intent > Movies	High Net Worth Individuals with a likely intent for Movies. Includes all High incomes between $100,000 - 250,000+ who love all genres including horror, action, romance, drama, science fiction, comedy, western, documentary, thriller, musical, animation, fiction. romantic comedy, crime, war, adventure, mystery, short, and fantasy.
Stirista > Millenial > Intent > Movies	Millennials with a movie intent.
Stirista > Category > Movies	Individuals who are interested in Movies based on surveys, sweepstakes, online activity, and purchase data. Individuals who are movie enthusiasts and love all genres including horror, action, romance, drama, science fiction, comedy, western, documentary, thriller, musical, animation, fiction. romantic comedy, crime, war, adventure, mystery, short, and fantasy. (FLA Friendly)
Stirista > Category > Comedy Movies	Individuals who are interested in Comedy Movies based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Category > History Movies	Individuals who are interested in History Movies based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Category > Mystery Movies	Individuals who are interested in Mystery Movies based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Category > Romance Movies	Individuals who are interested in Romance Movies based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)

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Stirista > Category > Science Fiction Movies	Individuals who are interested in Science Fiction Movies based on surveys, sweepstakes, online activity, and purchase data. (FLA Friendly)
Stirista > Intent > Brands > Marvel > 1	Public social followers of the @marvel handle. (FLA Friendly)
Stirista > Intent > Brands > DCComics > 1	Public social followers of the @dccomics handle. (FLA Friendly)
Stirista > Past Purchasers > Entertainment	Individuals who are past purchasers of Entertainment. (FLA Friendly)
Stirista > Past Purchasers > Live Theater	Individuals who are past purchasers of Live Theater. (FLA Friendly)
Stirista > Past Purchasers > Movies	Individuals who are past purchasers of Movies. Individuals who are movie enthusiasts and love all genres including horror, action, romance, drama, science fiction, comedy, western, documentary, thriller, musical, animation, fiction. romantic comedy, crime, war, adventure, mystery, short, and fantasy. (FLA Friendly)
Stirista > Social > Drama and Action Thriller Movie and Television Intent	Individuals following Drama and Action Thriller entertainment related social media such as @HouseofCards and @blindspot. (FLA Friendly)
Stirista > Entertainment > Television > Comedy TV and Movies Interest	Individuals following comedy television and movie related social media such as @FamilyGuyonFOX and @ComedyCentral. (FLA Friendly)
Stirista > Entertainment > Television > Suspense and Mystery TV and Movies Interest	Individuals following suspense and mystery television and movie related social media such as @WalkingDead_AMC and @GameOfThrones. (FLA Friendly)
Stirista > Interest > Movies	Individuals who are interested in Movies. Individuals who are movie enthusiasts and love all genres including horror, action, romance, drama, science fiction, comedy, western, documentary, thriller, musical, animation, fiction. romantic comedy, crime, war, adventure, mystery, short, and fantasy. (FLA Friendly)
Stirista > Interest > Science Fiction Movies	Individuals who are interested in Science Fiction Movies. (FLA Friendly)

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Stirista > Business > Arts And Entertainment > Media And Internet > Movie And Video	Individuals who work in movies and video for arts and entertainment. (FLA Friendly)
Stirista > Business > Decision Makers > Movie and Video Industry	Individuals who are decision makers in the Movie and Video Industry field. (FLA Friendly)
Stirista > Consumer > Interests > Electronics And Computing - Tv/Video/Movie Watcher	Individuals with electronics and computing - tv/video/movie watcher interest/flag. (FLA Friendly)
Stirista > Consumer > Interests > Books And Magazines - Magazines	Individuals with books and magazines - magazines interest/flag. Individuals who are frequent book readers and buyers. (FLA Friendly)
Stirista > Consumer > Interests > Books And Music - Books	Individuals with books and music - books interest/flag. Individuals who are frequent book readers and buyers. (FLA Friendly)
Stirista > Consumer > Interests > Books And Music - Books - Audio	Individuals with books and music - books - audio interest/flag. Individuals who are frequent book readers and buyers. (FLA Friendly)
Stirista > Consumer > Interests > Reading > General	Individuals with reading - general interest/flag. Individuals who are frequent book readers and buyers. (FLA Friendly)
Stirista > Consumer > Interests > Reading > Science Fiction	Individuals with reading - science fiction interest/flag. Individuals who are frequent book readers and buyers. (FLA Friendly)
Stirista > Consumer > Interests > Reading > Magazines	Individuals with reading - magazines interest/flag. Individuals who are frequent book readers and buyers. (FLA Friendly)
Stirista > Consumer > Interests > Reading > Audio Books	Individuals with reading - audio books interest/flag. Individuals who are frequent book readers and buyers. (FLA Friendly)
Stirista > Consumer > Interests > Reading	Individuals with reading grouping interest/flag. Individuals who are frequent book readers and buyers. (FLA Friendly)

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Stirista > Consumer > Interest > Books	Individuals who are interested in Books. All individuals who are book lovers and love to read books. Including all genres like Romance, Contemporary Romance, Action, Adventure, Classics, Comic book, Graphic, Fantasy, Fiction, Non Fiction, Scary, Mystery, Detective, Historical, Horror, Literary, Science Fiction, Short Story, Suspense, Thriller, Biographies, Autobiographies, Cookbook, Essay, History, Memoir, Poetry, Self Help, Childrens, Military, and True Crime.
Stirista > Consumer > Interest > Books > Astrology	Individuals who are interested in Astrology books. Individuals who love all things reading related.
Stirista > Consumer > Interest > Books > Avid Reader	Individuals who are avid readers. Individuals who love all things reading related.
Stirista > Consumer > Interest > Books > Childrens	Individuals who are interested in Children's books. Individuals who love all things reading related.
Stirista > Consumer > Interest > Books > Entertainment	Individuals who are interested in Entertainment books. Individuals who love all things reading related.
Stirista > Consumer > Interest > Books > Fiction	Individuals who are interested in Fiction books. Individuals who love all things reading related.
Stirista > Consumer > Interest > Books > Military	Individuals who are interested in Military books. Individuals who love all things reading related.
Stirista > Consumer > Interest > Books > Mystery	Individuals who are interested in Mystery books. Individuals who love all things reading related.
Stirista > Consumer > Interest > Books > News and Politics	Individuals who are interested in News and Politics books. Individuals who love all things reading related.
Stirista > Consumer > Interest > Books > On Tape	Individuals who are interested in On Tape books. Individuals who love all things reading related.
Stirista > Consumer > Interest > Books > Romance	Individuals who are interested in Romance books. Individuals who love all things reading related.

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Stirista > Interest > eBook Readers	Individuals who are interested in eBook Readers. All individuals who are book lovers and love to books through electronics like a Kindle, or a Nook. Including all genres like Romance, Contemporary Romance, Action, Adventure, Classics, Comic book, Graphic, Fantasy, Fiction, Non Fiction, Scary, Mystery, Detective, Historical, Horror, Literary, Science Fiction, Short Story, Suspense, Thriller, Biographies, Autobiographies, Cookbook, Essay, History, Memoir, Poetry, Self Help, Childrens, Military, and True Crime. (FLA Friendly)
Stirista > Past Purchasers > Books and Magazines	Individuals who are past purchasers of Books and Magazines. (FLA Friendly)
Stirista > Past Purchasers > Books	Individuals who are past purchasers of Books. All individuals who are book lovers and love to read books. Including all genres like Romance, Contemporary Romance, Action, Adventure, Classics, Comic book, Graphic, Fantasy, Fiction, Non Fiction, Scary, Mystery, Detective, Historical, Horror, Literary, Science Fiction, Short Story, Suspense, Thriller, Biographies, Autobiographies, Cookbook, Essay, History, Memoir, Poetry, Self Help, Childrens, Military, and True Crime. (FLA Friendly)
Stirista > Past Purchasers > Fiction and Literature	Individuals who are past purchasers of Fiction and Literature. (FLA Friendly)
Stirista > Past Purchasers > Magazines and Newspapers	Individuals who are past purchasers of Magazines and Newspapers. (FLA Friendly)
Stirista > Past Purchasers > Nonfiction	Individuals who are past purchasers of Nonfiction. (FLA Friendly)
Stirista > HNWI > Likely to Purchase > Books	High Net Worth Individuals who are likely to purchase Books. Includes all High incomes between $100,000 - 250,000+.
Stirista > HNWI > Likely to Purchase > Audiobooks	High Net Worth Individuals who are likely to purchase Audiobooks. Includes all High incomes between $100,000 - 250,000+.
Stirista > HNWI > Intent > Books	High Net Worth Individuals with a likely intent for Books. Includes all High incomes between $100,000 - 250,000+ who love all genres like Romance, Contemporary Romance, Action, Adventure, Classics, Comic book, Graphic, Fantasy, Fiction, Non Fiction, Scary, Mystery, Detective, Historical, Horror, Literary, Science Fiction, Short Story, Suspense, Thriller, Biographies, Autobiographies, Cookbook, Essay, History, Memoir, Poetry, Self Help, Childrens, Military, and True Crime.

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Stirista > Millenial > Intent > Books	Millenials with a book intent.
Stirista > Frequent Purchasers > Books	Individuals who have recently/frequently purchased books related products. (FLA Friendly)
Stirista > Interest > Reading	Individuals who are interested in Reading. All individuals who are book lovers and love to read books. Including all genres like Romance, Contemporary Romance, Action, Adventure, Classics, Comic book, Graphic, Fantasy, Fiction, Non Fiction, Scary, Mystery, Detective, Historical, Horror, Literary, Science Fiction, Short Story, Suspense, Thriller, Biographies, Autobiographies, Cookbook, Essay, History, Memoir, Poetry, Self Help, Childrens, Military, and True Crime. (FLA Friendly)
Stirista > Interest > Reading Fiction	Individuals who are interested in Reading Fiction. (FLA Friendly)
Stirista > Interest > Reading Romance	Individuals who are interested in Reading Romance. (FLA Friendly)
Stirista > Interest > Reading Science Fiction	Individuals who are interested in Reading Science Fiction. (FLA Friendly)
Stirista > Interest > Audiobooks	Individuals who are interested in Audiobooks. (FLA Friendly)
Stirista > Interest > Magazines	Individuals who are interested in Magazines. (FLA Friendly)
Stirista > Interest > Reading Nonfiction	Individuals who are interested in Reading Nonfiction. (FLA Friendly)
Stirista > Intent > B2C > Entertainment > Books	Observed behavior of online users with intentional action suggesting interest in Entertainment-Books and/or supporting products. (FLA Friendly)

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LBDigital Segments

Segment Name	Segment Description
LBDigital > Activities > Entertainment and Hobbies > Movies	This audience contains people who enjoy watching movies. These movie buffs stream entertainment from the comfort of their homes, as well as visiting movie theaters.
LBDigital > Activities > Online Activities > Watching a Movie	This audience contains people who like to watch movies from the comfort and convenience of their couch. They watch via cable or stream videos to their tablet or smart television.
LBDigital > Browser Activity > Entertainment > Comic Books	This category contains consumers who enjoy reading comic books.
LBDigital > Browser Activity > Interests > Books > Comics	This category contains consumers who enjoy reading comic books.
LBDigital > Browser Activity > Online Activities > Movie Streamers	This category contains consumers who enjoy downloading movies from online platforms and apps. This includes Netflix, Hulu, Disney+ and more.
LBDigital > CPG Buyers > Electronics and Entertainment > CTV and Home Theater	This audience contains people who make frequent purchases of CTV and Home Theater Equipment
LBDigital > CPG Buyers > Electronics and Entertainment > Movies and Music	This audience contains people who make frequent purchases of Movies & Music
LBDigital > Location - Out and About > Home and Family > Goes To Movies	Audience contains individuals that go to the movies.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > In-Market > Electronics > Audio & Video > Headphones	This audience contains individuals who are in-market and have Browsed and responded to Contextual ads for headphones.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > In-Market > Entertainment > Music > Online Streaming & Downloads	This audience contains individuals who are in-market and have Browsed and responded to Contextual ads for online streaming and downloads of music.
LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > In-Market > Entertainment > Streaming Services	This audience contains individuals who are in-market and have Browsed and responded to Contextual ads for streaming services.

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LBDigital > Media Source Solutions > Browser Activity/Contextual Ad Responders > Interests > Internet & Online Activities > Streaming Media & Downloads > Live Streams	This audience contains individuals who have an interest in and have Browsed and responded to Contextual ads for Streaming Media & Downloads - Live Streams
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Hobbies > Collecting > Movies > Motion Picture Show > Female	This audience of CTV/Video/OTT viewers enjoy Collecting Movies - female
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Hobbies > Collecting > Movies > Motion Picture Show > Male	This audience of CTV/Video/OTT viewers enjoy Collecting Movies - male
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Hobbies > Collecting > Movies > Motion Picture Show > Unknown Gender	This audience of CTV/Video/OTT viewers enjoy Collecting Movies - unknown gender
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > Boomer Nation Age 55 to 64	This audience of CTV/Video/OTT viewers enjoy Movies and Music - Age 55-64
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > Boomer Nation Female Age 55 to 64	This audience of CTV/Video/OTT viewers enjoy Movies and Music - female Age 55-64
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > Boomer Nation Male Age 55 to 64	This audience of CTV/Video/OTT viewers enjoy Movies and Music - male Age 55-64
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > Boomer Nation Unknown Gender Age 55 to 64	This audience of CTV/Video/OTT viewers enjoy Movies and Music - unknown gender Age 55-64
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > GenX Male Age 35 to 54	This audience of CTV/Video/OTT viewers enjoy Movies and Music - male Age 35-54
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > GenX 35 to 54	This audience of CTV/Video/OTT viewers enjoy Movies and Music - Age 35-54
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > GenX Female Age 35 to 54	This audience of CTV/Video/OTT viewers enjoy Movies and Music - female Age 35-54
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > GenX Unknown Gender Age 35 to 54	This audience of CTV/Video/OTT viewers enjoy Movies and Music - unknown gender Age 35-54
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > Millennials Age 18 to 34	This audience of CTV/Video/OTT viewers enjoy Movies and Music - Age 18-34
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > Millennials Female Age 18 to 34	This audience of CTV/Video/OTT viewers enjoy Movies and Music - female Age 18-34
LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > Millennials Male Age 18 to 34	This audience of CTV/Video/OTT viewers enjoy Movies and Music - male Age 18-34

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LBDigital > Media Source Solutions > CTV/Video/OTT > Arts And Entertainment > Movies And Music > Millennials Unknown Gender Age 18 to 34	This audience of CTV/Video/OTT viewers enjoy Movies and Music - unknown gender Age 18-34
LBDigital > Media Source Solutions > Fair Lending Friendly > Avid Social Media Followers > Intent > Movies	This audience contains Fair Lending qualified individuals following Movies related topics and brands and social media.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Entertainment	This audience contains Fair Lending qualified individuals who have a strong interest in entertainment including movies, music, and television. This audience contains Fair Lending qualified individuals who are highly likely to purchase entertainment related products and services such as cable or subscription television and movies.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Movies	This audience contains Fair Lending qualified individuals who have a strong interest in movies who enjoy watching movies and TV and going to movie theaters.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > Science Fiction	This audience contains Fair Lending qualified individuals who have a strong interest in science fiction related entertainment such as books, movies, and television shows.
LBDigital > Media Source Solutions > Fair Lending Friendly > Personal Interest > TV > Movies	This audience contains Fair Lending qualified individuals who have a strong interest in TV movies based on surveys, sweepstakes, online/purchase activity, and social media data.
LBDigital > Media Source Solutions > Fair Lending Friendly > Purchase Intent > Frequent Movie Purchasers	This audience contains Fair Lending qualified individuals who are frequent Movie purchasers based on transactional purchase data.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Christmas > Movie Goers	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Christmas and Movie Goers.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Red Carpet	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Red Carpet.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Red Carpet > Academy Awards	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Red Carpet and Academy Awards.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Red Carpet > Fashionistas	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Red Carpet and Fashionistas.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Red Carpet > Golden Globes	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Red Carpet and Golden Globes.

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LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Red Carpet > Grammys	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Red Carpet and Grammys.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Red Carpet > Oscars	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Red Carpet and Oscars.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Summer > Movie Goers	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Summer and Movie Goers.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Super Bowl > Movie Enthusiasts	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Super Bowl and Movie Enthusiasts.
LBDigital > Media Source Solutions > Mobile App Users > Seasonal Resolutions, Events & Shoppers with Buyer Intent > Winter Holiday > Movie Goers	This audience is made up of individuals with Seasonal Resolutions, Events & Shoppers with Buyer Intent for Winter Holiday and Movie Goers.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Hobbies > Collecting > Movies > Female	This audience contains female individuals interested in movies.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Hobbies > Collecting > Movies > Male	This audience contains male individuals interested in movies.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Movies and Music > 18-34	This audience contains individuals aged 18-34 interested in movies and music.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Movies and Music > 35-54	This audience contains individuals aged 35-54 interested in movies and music.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Movies and Music > 55-64	This audience contains individuals aged 55-64 interested in movies and music.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Movies and Music > Female 18-34	This audience contains female individuals aged 18-34 interested in movies and music.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Movies and Music > Female 35-54	This audience contains female individuals aged 35-54 interested in movies and music.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Movies and Music > Female 55-64	This audience contains female individuals aged 55-64 interested in movies and music.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment > Movies and Music > Male 18-34	This audience contains male individuals aged 18-34 interested in movies and music.
LBDigital > Media Source Solutions > Optimized for TV > Arts And Entertainment >	This audience contains male individuals aged 35-54 interested in

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Movies and Music > Male 35-54	movies and music.
LBDigital > Media Source Solutions > CTV/Video/OTT > Books And Magazines > Bestsellers And Celebrity News > Unknown Gender	This audience of CTV/Video/OTT viewers enjoy reading Books and Magazine - unknown gender
LBDigital > Media Source Solutions > CTV/Video/OTT > Books And Magazines > Science Fiction > Live Long And Prosper > Unknown Gender	This audience of CTV/Video/OTT viewers enjoy reading Science Fiction books - unknown gender
LBDigital > Media Source Solutions > CTV/Video/OTT > Books And Magazines > Audio Books > Hands Free Reading > Female	This audience of CTV/Video/OTT viewers enjoy Audio books - female
LBDigital > Media Source Solutions > CTV/Video/OTT > Books And Magazines > Audio Books > Hands Free Reading > Male	This audience of CTV/Video/OTT viewers enjoy Audio books - male
LBDigital > Home and Family > Reading Online and Offline Books	This audience contains individuals who enjoy reading books. These people love to curl up with a good book read online or offline.
LBDigital > Browser Activity > Entertainment and Hobbies > Book Purchasers	This category contains consumers who enjoy reading either on a tablet or holding a hard cover book in hand. They belong to book clubs and purchase books online to add to their libraries.
LBDigital > Browser Activity > Interests > Books > Action and Adventure	This category contains consumers who enjoy reading action and adventure books.
LBDigital > Browser Activity > Interests > Books > Autobiographies	This category contains consumers who enjoy reading Autobiographies about persons of interest.
LBDigital > Browser Activity > Interests > Books > Biographies	This category contains consumers who enjoy reading Biographies.
LBDigital > Browser Activity > Interests > Books > Children's	This category contains consumers who enjoy reading children's books.
LBDigital > Browser Activity > Interests > Books > Comics	This category contains consumers who enjoy reading comic books.
LBDigital > Browser Activity > Interests > Books > Cookbooks	This category contains consumers who enjoy reading cookbooks. They purchase books on technique, special ingredients and more.
LBDigital > Browser Activity > Interests > Books > Drama	This category contains consumers who enjoy reading books with drama.
LBDigital > Browser Activity > Interests > Books > Educational	This category contains consumers who enjoy learning and reading educational books.
LBDigital > Browser Activity > Interests > Books > Fantasy	This category contains consumers who enjoy reading fantasy books.
LBDigital > Browser Activity > Interests > Books > Horror	This category contains consumers who enjoy reading horror books. The scarier the better!

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LBDigital > Browser Activity > Interests > Books > Manga	This category contains consumers who enjoy reading manga books.
LBDigital > Browser Activity > Interests > Books > Mystery	This category contains consumers who enjoy reading mystery books. A who dunnit is the perfect venue for them.
LBDigital > Browser Activity > Interests > Books > Poetry	This category contains consumers who enjoy reading prose and poetry books.
LBDigital > Browser Activity > Interests > Books > Romance	This category contains consumers who enjoy reading romance novels. Books with heroines and finding true love are the perfect entertainment.
LBDigital > Browser Activity > Interests > Books > Satire	This category contains consumers who enjoy reading satire books. They appreciate a good sense of humor.
LBDigital > Browser Activity > Interests > Books > Self Help	This category contains consumers who enjoy reading self help books. They are trying to make improvements in their lives in areas of health and spirituality.
LBDigital > Browser Activity > Interests > Books > Travel	This category contains consumers who enjoy reading books about travel either close to home or far away.
LBDigital > Location - Out and About > Trendsetters Lifestyles > Book Store Shopper	The audience contains individuals that visit book stores.
LBDigital > Online Registration > Interests > Books and Literature	This audience contains individuals with self reported interests in books and literature.
LBDigital > Media Source Solutions > Optimized for TV > Books and Magazines > Science Fiction > Male	This audience contains male individuals interested in science fiction.
LBDigital > Media Source Solutions > Optimized for TV > Books and Magazines > Science Fiction > Female	This audience contains female individuals interested in science fiction.
LBDigital > Media Source Solutions > Optimized for TV > Books and Magazines > Audio Books > Female	This audience contains female individuals interested in audio books.
LBDigital > Media Source Solutions > Fair Lending Friendly > Purchase Intent > Frequent Books Purchasers	This audience contains Fair Lending qualified individuals who are frequent Books purchasers based on transactional purchase data.

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Ameribase Segments

Segment Name	Segment Description
Ameribase Digital > Ameribiz B2B > Business Product Buyers > Product Category > Videos DVDs Gaming Music And Entertainment	These are companies who have purchased videos, DVDs, gaming, music, and entertainment products from various points of purchase and have had these products delivered to their business address.
Ameribase Digital > Brand > Disney Movie Club	This audience contains individuals searching online for Disney shows and movies in the last 30 days.
Ameribase Digital > CTV Enabled > CPG > Consumer Commerce > Electronics & Appliances > Electronics > Video Games, Movies & Music	These consumers have purchased Video Games, Movies & Music in the Electronics category while visiting a brick and mortar store, which has an average price of $42.99
Ameribase Digital > Decades of Entertainment - Music and Movies > 1960s	This audience contains individuals searching online for their favorite movies and music from the 1960s.
Ameribase Digital > Decades of Entertainment - Music and Movies > 1970s	This audience contains individuals searching online for their favorite movies and music from the 1970s.
Ameribase Digital > Decades of Entertainment - Music and Movies > 1980s	This audience contains individuals searching online for their favorite movies and music from the 1980s.
Ameribase Digital > Decades of Entertainment - Music and Movies > 1990s	This audience contains individuals searching online for their favorite movies and music from the 1990s.
Ameribase Digital > Decades of Entertainment - Music and Movies > 2000s	This audience contains individuals searching online for their favorite movies and music from 2000-2009.
Ameribase Digital > Fair Lending Act Trusted > Avid Social Media Followers > Intent > Movies	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals following Movies related topics and brands and social media.
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Entertainment	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who have a strong interest in entertainment including movies, music, and television. This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who are highly likely to purchase entertainment related products and services such as cable or subscription television and movies.

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Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Movies	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who have a strong interest in movies who enjoy watching movies and TV and going to movie theaters.
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > Science Fiction	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who have a strong interest in science fiction related entertainment such as books, movies, and television shows.
Ameribase Digital > Fair Lending Act Trusted > Personal Interest > TV > Movies	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who have a strong interest in TV movies based on surveys, sweepstakes, online/purchase activity, and social media data.
Ameribase Digital > Fair Lending Act Trusted > Purchase Intent > Frequent Movie Purchasers	This audience contains Fair Lending Act curated and custom made trusted audiences of individuals who are frequent Movie purchasers based on transactional purchase data.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Comics	Based on online behavioral information, these consumers consume content about topics like Comics.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Action & Adventure	Based on online behavioral information, these consumers consume content about topics like Action & Adventure Movies.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Animated Films	Based on online behavioral information, these consumers consume content about topics like Animated Films.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Bollywood	Based on online behavioral information, these consumers consume content about topics like Bollywood.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Classic Films	Based on online behavioral information, these consumers consume content about topics like Classic Films.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Comedy	Based on online behavioral information, these consumers consume content about topics like comedy.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Cult & Indie Films	Based on online behavioral information, these consumers consume content about topics like Cult & Indie Films.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Documentary Films	Based on online behavioral information, these consumers consume content about topics like Documentary Films.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Drama	Based on online behavioral information, these consumers consume content about topics like Drama.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Horror	Based on online behavioral information, these consumers consume content about topics like Horror Movies.

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Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Mystery & Thrillers	Based on online behavioral information, these consumers consume content about topics like Mystery & Thriller Movies.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > Romance	Based on online behavioral information, these consumers consume content about topics like Romance.
Ameribase Digital > Interests > Arts & Entertainment > Movie Genre > SciFi & Fantasy	Based on online behavioral information, these consumers consume content about topics like SciFi & Fantasy.
Ameribase Digital > Mobile Location-Based > Way of Life > Movie Goers	The audience includes individuals who are movie goers.
Ameribase Digital > OTT & CTV > Interests > Streaming Media & Downloads	This audience contains households that have an interest in Streaming Media & Downloads, including Music, Online Radio, Podcasts and Video.
Ameribase Digital > OTT & CTV > Interests > Streaming Media & Downloads > Podcasts	This audience contains households that have an interest in Streaming Podcasts.
Ameribase Digital > OTT & CTV > Interests > Streaming Media & Downloads > Video	This audience contains households that have an interest in Streaming Video.
Ameribase Digital > Pixel Perfect > Brand > Marvel Comics	This ad engagement and shoppers audience includes consumers who actively engage with online ads and shop and purchase their favorite brands including Marvel Comics.
Ameribase Digital > Point of Sale Buyers > Movies > Action Movie on DVD	These are people making purchases at retail locations using a mobile app to research product information such as action movie DVDs.
Ameribase Digital > Point of Sale Buyers > Movies > Adventure Movie on DVD	These are people making purchases at retail locations using a mobile app to research product information such as adventure movie DVDs.
Ameribase Digital > Point of Sale Buyers > Movies > Comedy Movie on DVD	These are people making purchases at retail locations using a mobile app to research product information such as comedy movie DVDs.
Ameribase Digital > Point of Sale Buyers > Movies > Drama Movie on DVD	These are people making purchases at retail locations using a mobile app to research product information such as drama movie DVDs.
Ameribase Digital > Point of Sale Buyers > Movies > Sci Fi Movie on DVD	These are people making purchases at retail locations using a mobile app to research product information such as Sci Fi movie DVDs.
Ameribase Digital > Recent Content Viewers > Hobbies and Interests > Comic Books	Individuals who enjoy consuming comic books content based on multiple partnerships that track Mobile App and CTV Viewership data.
Ameribase Digital > Social Behaviors > Events & Media > Events & Listings > Movie Listings & Theater Showtimes	These consumers have responded to contextual ads about Movie Listings & Theater Showtimes through a variety of social media sites.

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Ameribase Digital > Social Behaviors > Events & Media > Movies	These consumers have responded to contextual ads about Movies through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Action & Adventure Films	These consumers have responded to contextual ads about Action & Adventure Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Animated Films	These consumers have responded to contextual ads about Animated Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Bollywood & South Asian Film	These consumers have responded to contextual ads about Bollywood & South Asian Film through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Classic Films	These consumers have responded to contextual ads about Classic Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Comedy Films	These consumers have responded to contextual ads about Comedy Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Cult & Indie Films	These consumers have responded to contextual ads about Cult & Indie Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Documentary Films	These consumers have responded to contextual ads about Documentary Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Drama Films	These consumers have responded to contextual ads about Drama Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > DVD & Video Shopping	These consumers have responded to contextual ads about DVD & Video Shopping through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Family Films	These consumers have responded to contextual ads about Family Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Horror Films	These consumers have responded to contextual ads about Horror Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Movie Memorabilia	These consumers have responded to contextual ads about Movie Memorabilia through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Musical Films	These consumers have responded to contextual ads about Musical Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Romance Films	These consumers have responded to contextual ads about Romance Films through a variety of social media sites.

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Ameribase Digital > Social Behaviors > Events & Media > Movies > Science Fiction & Fantasy Films	These consumers have responded to contextual ads about Science Fiction & Fantasy Films through a variety of social media sites.
Ameribase Digital > Social Behaviors > Events & Media > Movies > Thriller, Crime & Mystery Films	These consumers have responded to contextual ads about Thriller, Crime & Mystery Films through a variety of social media sites.
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Movie And Other Admissions On Out Of Town Trips	These households are the top 5% in the country spending significantly on movie and other admissions on out of town trips
Ameribase Digital > Super Spenders 360 > Food & Entertainment > Movies, Parks And Museums	These households are the top 5% in the country spending significantly on movies, parks and museums
Ameribase Digital > Super Spenders 360 > Travel > Movie And Other Admissions On Out Of Town Trips	These households are the top 5% in the country spending significantly on movie and other admissions on out of town trips
Ameribase Digital > Super Spenders 360 > Travel > Other Entertainment Services On Out of Town Trips	These households are the top 5% in the country spending significantly on other entertainment services on out of town trips
Ameribase Digital > Truthset identity-Scored Fair Lending Act > Personal Interest > Science Fiction	This segment contains highly accurate Truthset Identity-Scored Individuals who have a strong interest in science fiction related entertainment such as books, movies, and television shows.
Ameribase Digital > TV Enabled > Arts And Entertainment > Hobbies > Collecting > Movies > Female	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are female individuals interested in movies.
Ameribase Digital > TV Enabled > Arts And Entertainment > Hobbies > Collecting > Movies > Male	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are male individuals interested in movies.
Ameribase Digital > TV Enabled > Arts And Entertainment > Movies and Music > 18-34	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are individuals aged 18-34 interested in movies and music.
Ameribase Digital > TV Enabled > Arts And Entertainment > Movies and Music > 35-54	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are individuals aged 35-54 interested in movies and music.
Ameribase Digital > TV Enabled > Arts And Entertainment > Movies and Music > 55-64	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are individuals aged 55-64 interested in movies and music.
Ameribase Digital > TV Enabled > Arts And Entertainment > Movies and Music > Female 18-34	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are female individuals aged 18-34 interested in movies and music.

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Ameribase Digital > TV Enabled > Arts And Entertainment > Movies and Music > Female 35-54	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are female individuals aged 35-54 interested in movies and music.
Ameribase Digital > TV Enabled > Arts And Entertainment > Movies and Music > Female 55-64	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are female individuals aged 55-64 interested in movies and music.
Ameribase Digital > TV Enabled > Arts And Entertainment > Movies and Music > Male 18-34	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are male individuals aged 18-34 interested in movies and music.
Ameribase Digital > TV Enabled > Arts And Entertainment > Movies and Music > Male 35-54	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are male individuals aged 35-54 interested in movies and music.
Ameribase Digital > TV Enabled > Arts And Entertainment > Movies and Music > Male 55-64	These are consumers with demos and interests for enhanced TV, audio, video and gaming opportunities who are male individuals aged 55-64 interested in movies and music.
Ameribase Digital > Webform Responders > Interests > Movies	This audience contains people who request information about their self reported interests in movies.
Ameribase Digital > Webform Responders > Interests > Movies > Science Fiction	This audience contains people who request information about their self reported interests in science fiction movies.
Ameribase Digital > CPG > Product Category > Books And Magazines	These are actual consumers with credit cards who have purchased books and magazines from various points of purchase and had these products delivered to their home address.
Ameribase Digital > Ameribiz B2B > Business Product Buyers > Product Category > Books And Magazines	These are companies who have purchased books and magazines products from various points of purchase and have had these products delivered to their business address.
Ameribase Digital > Mobile App Users by Category > Books	These U.S. consumers have been identified as having at least one eBook or related application on their mobile device.
Ameribase Digital > Real-time Retail > Books & Music	This audience contains individuals purchasing books and music online now.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Action & Adventure	Based on online behavioral information, these consumers consume content about topics like Action & Adventure.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature	Based on online behavioral information, these consumers consume content

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> Autobiographies	about topics like Autobiographies.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Biographies	Based on online behavioral information, these consumers consume content about topics like Biographies.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Children's	Based on online behavioral information, these consumers consume content about topics like Children's Books.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Comics	Based on online behavioral information, these consumers consume content about topics like Comics.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Drama	Based on online behavioral information, these consumers consume content about topics like Drama Books.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Educational	Based on online behavioral information, these consumers consume content about topics like Educational Books.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Fantasy	Based on online behavioral information, these consumers consume content about topics like Fantasy.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Horror	Based on online behavioral information, these consumers consume content about topics like Horror.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Manga	Based on online behavioral information, these consumers consume content about topics like Manga.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Mystery	Based on online behavioral information, these consumers consume content about topics like Mystery Books.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Poetry	Based on online behavioral information, these consumers consume content about topics like Poetry.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Religion	Based on online behavioral information, these consumers consume content about topics like Religion.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Satire	Based on online behavioral information, these consumers consume content about topics like Satire.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Science Fiction	Based on online behavioral information, these consumers consume content about topics like Science Fiction.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Self Help	Based on online behavioral information, these consumers consume content about topics like Self Help.
Ameribase Digital > Interests > Arts & Entertainment > Books & Literature > Travel	Based on online behavioral information, these consumers consume content about topics like Travel Books & Literature.

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Ameribase Digital > Super Spenders 360 > Retail & Services > Books Not Through Book Clubs	These households are the top 5% in the country spending significantly on books not from book clubs
Ameribase Digital > Super Spenders 360 > Retail & Services > Digital Book Readers	These households are the top 5% in the country spending significantly on digital book readers
Ameribase Digital > Supply and Demand Data > Books Including E Books	This audience contains the top 5% households in the country identified with the highest demand and lowest supply of Books including E Books
Ameribase Digital > Supply and Demand Data > Book Stores	This audience contains the top 5% households in the country identified with the highest demand and lowest supply of Book Stores
Ameribase Digital > Supply and Demand Data > Book Stores And News Dealers	This audience contains the top 5% households in the country identified with the highest demand and lowest supply of Book Stores and News Dealers
Ameribase Digital > Homebound and Work From Home > Activities & Services > Reading Online and Offline Books	This audience contains individuals at home and working from home, reading books online and offline, joining a bookclub, and or using Kindle or Apple Books.

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