



THE LEADER IN LOCAL OTT

gamut
TOTAL®



**GAMUT MEDIA KIT
2021**

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OTT USERS IN THE US WILL GROW TO OVER 231M IN 2022

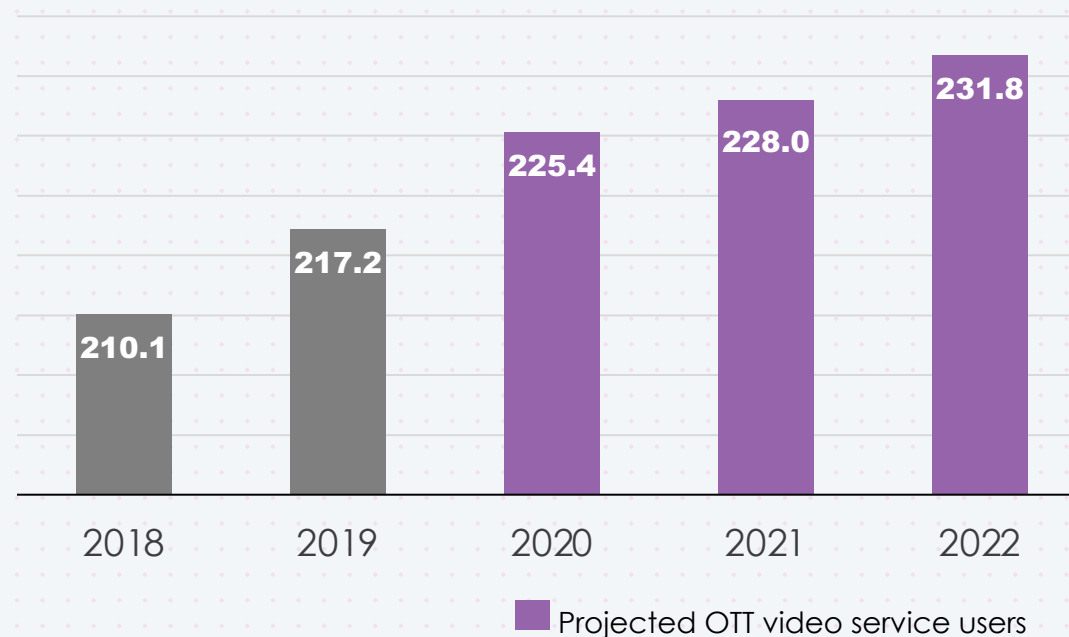
As OTT consumption in the US grows exponentially, now is the time to reach this highly engaged and valuable audience with spending power. Combining OTT advertising as a complement to linear TV campaigns provides advertisers with a powerful opportunity to reach their total video viewing audience.

Gamut helps advertisers find and target their local OTT audiences in every DMA.

Possessing an in-depth knowledge of the digital space and best-in-class campaign execution, Gamut has created a proprietary data driven OTT solution with premium content partnerships.

Meet Gamut TOTAL.

OTT VIDEO SERVICE USERS
(Millions)



GAMUT IS THE LEADER IN LOCAL OTT

OTT campaign
impressions delivered:

5.8B+

Campaigns delivered:

10,440+

Advertisers served:

1,630+

Agencies served:

395+

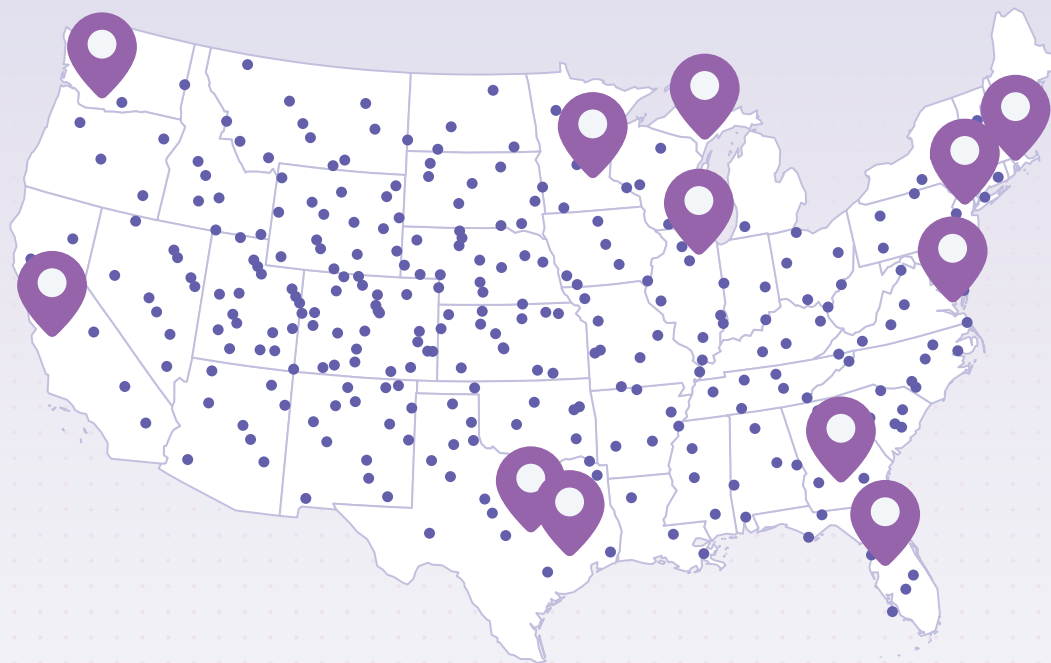
DMAs targeted:

210

Employees across
the U.S.:

100+

GAMUT STATS



GAMUT TOTAL WAS BUILT TO MEET THE NEEDS OF THE LOCAL OTT MARKET



AUDIENCE

Gamut will find, target, and engage audiences watching premium content from 100+ top-tier networks.



DATA

Proprietary first-party data, internal data or third-party sources; we'll help you target relevant, engaged audiences.



REACH

Local market targeting at national scale in every DMA.



TRANSPARENCY

Measurement and accountability studies with client dashboard reporting.



EXPERTISE

OTT experts across all disciplines: Product, Sales, Marketing, and Research.

NEW PROPRIETARY AD PLATFORM

With full integration into Mediaocean and Strata, the platform utilizes a proprietary planning tool to help clients understand the availability of local inventory, and accurately forecast media plans with TV like calculations such as GRPs and broadcast calendar flighting.

PLANNING



FORECASTING



INVENTORY



REPORTING



PREMIER ACCESS TO PREMIUM CONTENT



gamut

Private Marketplace
(PMP)

Open
Exchange

- ✓ Direct access to publisher ad servers
- ✓ Unprecedented first-look inventory priority
- ✓ 1:1 relationships to reserve inventory
- ✓ Direct ad server-to-server integration
- ✓ Delivery in precise DMAs
- ✓ Non-skippable ads

gamut
TOTAL

Publisher
Ad Server

Programmatic

DSP

SSP

Publisher
Ad Server

*Inventory access is not limited to publishers shown. Specific inventory sources are not guaranteed in campaign delivery and subject to publisher approval.

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THANK YOU



Get Smart OTT at:

WWW.GAMUT.MEDIA

ANDREA DUGGAN, VP of Media Sales (Political),
ADUGGAN@GAMUT.MEDIA

JEN RUSSELL, VP of Sales – East,
JRUSSELL@GAMUT.MEDIA

JUDSON FERDON, VP of Sales – West/Central,
JFERDON@GAMUT.MEDIA