



**THE LEADER  
IN LOCAL  
OTT**

As the leader in local OTT advertising, Gamut TOTAL® helps advertisers find, target and engage with local OTT audiences in every DMA

**Our OTT experts use premium inventory and data driven targeting capabilities to build brand campaigns that redefine smart video strategy.**

## TOTAL AUDIENCE

- We cultivate and curate the right audience for your campaign objectives. It's about eyeballs – the right eyeballs.

## TOTAL DATA

- We will help you target relevant, engaged audiences using Geographic, Demographic, Behavioral, and Contextual data.

## TOTAL REACH

- Premium publisher relationships mean guaranteed premium inventory.
- Unprecedented coverage in local markets at national scale means local engagement coast to coast.
- Reaching uniques with fewer frequency caps.

## TOTAL TRANSPARENCY

- True line of sight into reporting – message, device, publisher – delivered.
- Real-time performance & optimization.
- Integration with Strata & MediaOcean.

## TOTAL EXPERTISE

- Robust team of in-house experts in Insights, Planning, Analytics, Data & Video Strategy.

**Our expertise and relationships allow us to deliver local strategies at national scale.**



**Brand Adjacency to Prime Content**



**Guaranteed Quality Impressions**



**Quality Content from Premium Publishers**



**Cross-Device Targeting across Desktop, Mobile, Tablet, OTT, and CTV**



**Scalability and Reach**



**Brand-Safe Content**



**Exclusive 1st-Party Data**

**Get Smart OTT at  
[www.gamut.media](http://www.gamut.media)**