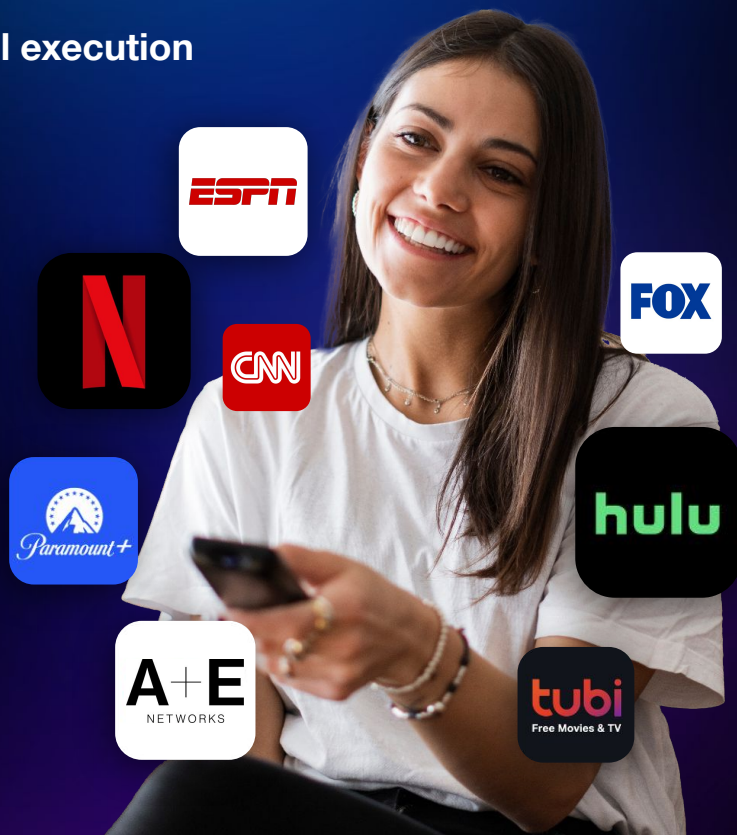


Maximize Cross-Channel Reach

Reach More, Spend Wisely

Improve your advertising outcomes with unified execution and detailed audience insights on our TV+ Cross-channel Advertising Platform. Optimize budget allocation across linear TV and CTV to increase reach and minimizing waste and duplication. Utilize our **250+ publisher partnerships** for efficient and impactful media buys.



Benefits

Navigating the fragmented media landscape can be daunting. Using the TV+ platform, we plan, buy, measure and optimize marketers' cross-channel campaigns so marketers enjoy maximum reach, unified insights and reduced waste across linear TV and CTV.



Optimize Budget Allocation

Static budgets waste money. Dynamically allocate budgets across channels, reducing waste and ensuring every dollar contributes to achieving your advertising goals.



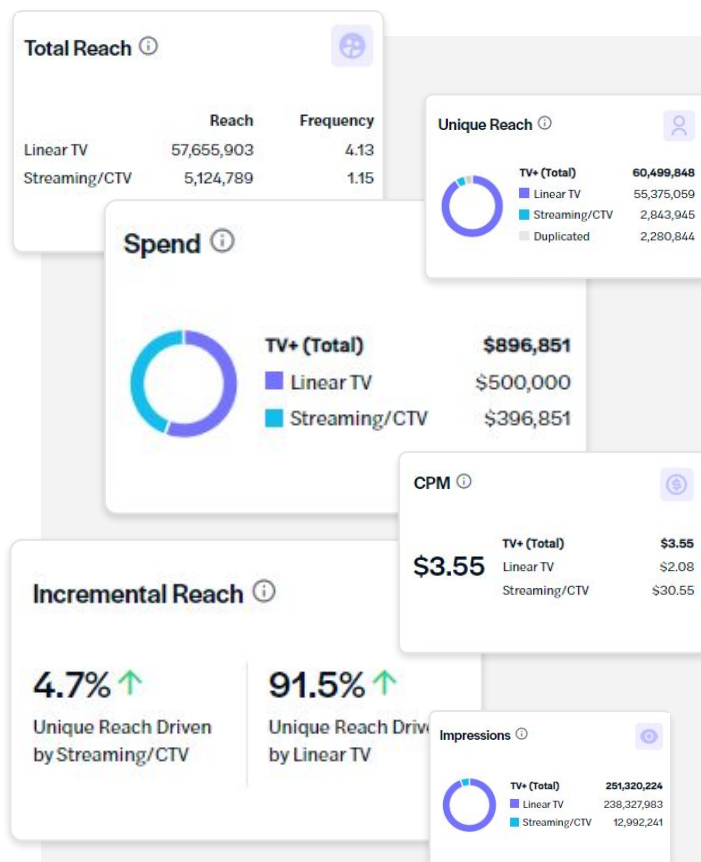
Gain Unified Insights

Fragmented data leads to inefficient spending. Gain comprehensive insights into viewing habits across linear and CTV to make data-driven decisions, optimizing your media spend and enhancing reach.



Reduce Overfrequency

Reaching the same audience on both linear and CTV wastes resources. Synchronize your campaigns to avoid overfrequency, ensuring a broader reach with a more effective and efficient ad spend.



Features and Capabilities



Cross-channel Insights Dashboard

Cross-channel Insights Dashboard enables smarter budget allocation and enhanced reach. Our planning tools offer actionable data beyond measurement.



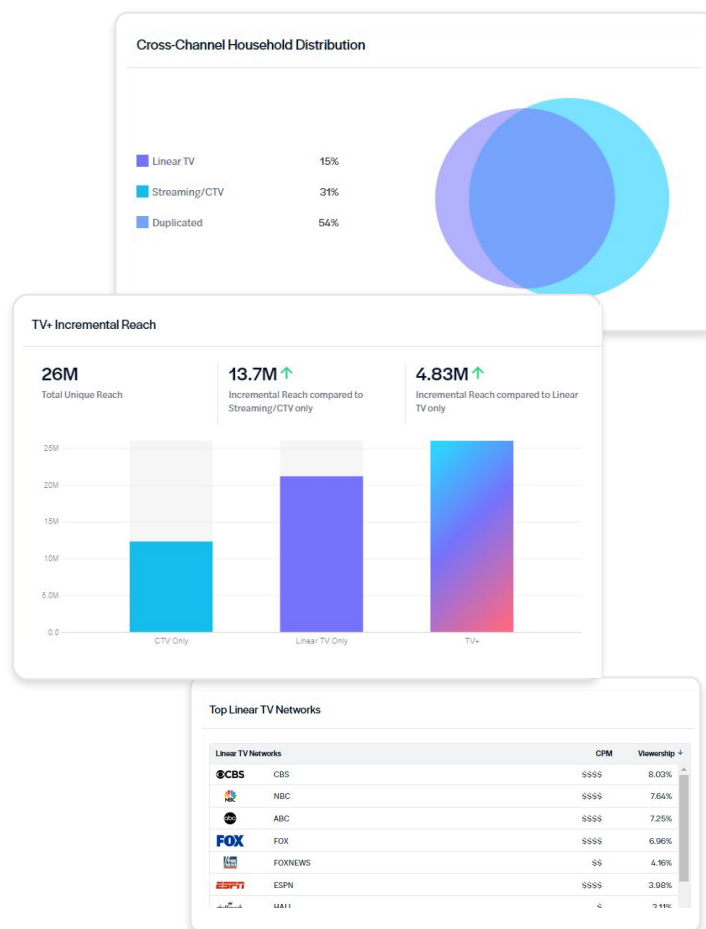
Reach Optimizer

Reach Optimizer forecasts reach, plans budgets and optimizes cross-channel allocations dynamically, ensuring maximum efficiency and performance.



Cross-channel Suppression

Cross-channel Suppression minimize audience duplication. Suppress linear-exposed audiences on CTV buys, to ensure efficient reach and reduced wasted spend.



max



NETFLIX

pluto tv

redbox.

tubi

hulu



COOKING CHANNEL

travel CHANNEL

peacock

CNN

Access over **250+ publisher partnerships** for extensive reach and competitive rates.

bravo

Roku

CRACKLE



Our direct sourcing and robust system protect against fraud and provide unique inventory access.

SCRIPPS NEWS



Bloomberg

ESPN

Bally SPORTS



BOUNCE



NATIONAL GEOGRAPHIC

TASTEMADE

Unleash Cross-Channel Power Today: Seamless TV and CTV Ads Await

Elevate your advertising with Simulmedia's cutting-edge cross-channel solutions. Gain unified insights, optimize budgets dynamically, and achieve seamless execution across TV and CTV. Contact us for a [demo](#) or email info@simulmedia.com.