# Propel your campaign to the podium with Winter Games audiences

The 2018 Winter Games are just around the corner and it's a critical time for advertisers to break through all the action and engage with the right audience, on the right channel, at the right time. That's why Oracle Data Cloud curated a list of audiences to help you stand out from the crowd.

Go digital to reach your most relevant audiences

Consumer behaviors shifting from linear TV to digital

27.8 million

40 million

30

20

10

0

2004   2008   2012   2016
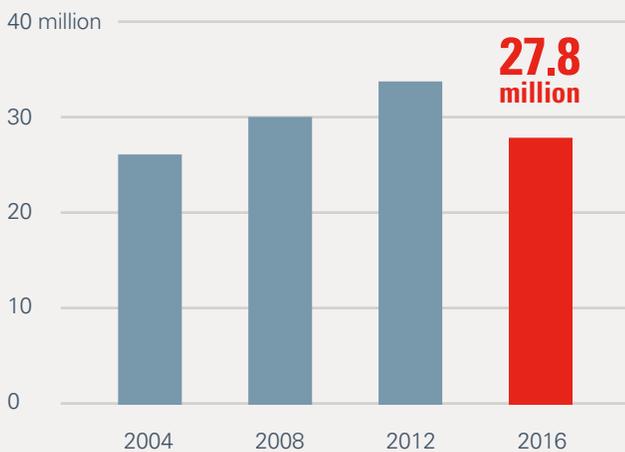
Average prime-time audience first 10 days of the Summer Games

Source: Nielsen, @latimesgraphics

1,800

Number of hours of Winter Games coverage NBC plans to stream online

Source: NBC Sports

Oracle Winter Games Audiences

Media & entertainment

Sports
Olympics
    Summer Olympics
    Winter Olympics

Hobbies & interests

Outdoor activities
Winter sports
    Snow skiing
    Snowboarding

Television

Viewership
Shows
    NBC
      – NBC Olympics

Interest

Sports & recreation
Sports
    Olympics & international competitions
    Winter sports
      – Skiing
      – Snowboarding

Past purchases

Retail
Sports equipment & outdoor gear
    Outdoor activities
      – Snow sports
        – Skiing

DLX Seasonal

Winter seasonal
Winter Olympics followers
Winter activity enthusiasts

Summer seasonal
Summer Olympics followers

AddThis

Premium
Sports
    Olympics
    Winter sports

Visa Audiences powered by Oracle

Custom
Sport subscription buyers
Past Olympic visitors
Olympic enthusiasts
Winter sporting event enthusiasts

Entertainment
Sporting events: high spenders

comScore TV

Live events
2016 Summer Olympics
Winter Olympics
NHL Playoffs
NHL Stanley Cup Finals

Network

TiVo Research TV

Genres & categories
Olympics
    Winter Olympics
      – Opening ceremony
      – Closing ceremony

Vertical Mass

Sports
Activity
    Olympics

Custom

We can create any audience based on objectives like:

Keyword
Olympic athletes (e.g., Lindsey Vonn)

Purchase Based
Brand
Category

Don't see what you are looking for?

Custom audiences are built to meet your specific campaign objective and are available globally. Be sure to target the same audience across both TV and digital. Plus, activate your first-party data anywhere to reach your customers with Oracle OnRamp. Contact your client partner or The Data Hotline to learn more.

THE DATA HOTLINE

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