THE LEADER IN LOCAL OTT

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OTT USERS IN THE US WILL GROW TO OVER 229M 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.
GAMUT IS THE LEADER IN LOCAL OTT

OTT campaign impressions delivered: 
4.8+ BILLION

Campaigns delivered: 
7,600+

Advertisers served: 
1,200+

Agencies served: 
370+

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**
Direct Access to Publisher Ad Server
First Look Inventory
1:1 Relationships to Reserve Inventory
Direct Ad Server Integration
Delivery in Precise DMAs
Non-Skippable Ads
THANK YOU

ANDREA DUGGAN, VP OF MEDIA SALES, ADUGGAN@GAMUT.MEDIA

JEN RUSSELL, VP OF SALES - EAST, JRUSSELL@GAMUT.MEDIA

JUDSON FERDON, VP OF SALES - WEST, JFERDON@GAMUT.MEDIA

CAITLIN MOONEY, VP OF SALES - CENTRAL, CMOONEY@GAMUT.MEDIA