



Connect with Bounce TV

Reach your target audience more effectively with inventory from the fastest-growing and second most-watched network for African Americans. With desktop, mobile, and home entertainment system options, you can plan and execute a more holistic campaign.

Mediaocean's Connect Partner Platform brings together the largest advertising agencies in the world with the latest tools and technologies designed to support them. Through Connect, agencies can discover, customize, and access a complete ecosystem of advertising inventory suppliers, data providers, ad servers, and third-party technologies to help deliver their advertising messages directly to a changing audience, wherever they are.

BETTER REACH

Bounce TV ranks in the top 10 against all cable networks delivering Black Adults 18+, and reaches 90% of all African American TV households and 74% of all US TV households.

CROSS-CHANNEL

With today's changing media landscape, it's critical for campaigns to be cross-channel. Bounce TV offers inventory across desktop, mobile, tablet, and home entertainment systems.

COMPLETE PICTURE

Compare Bounce TV's audience data with broadcast stations, cable networks, and advertisers to have a more complete representation of the landscape.

WHAT PLATFORMS IS THE PARTNER AVAILABLE ON?

Bounce TV inventory is available in Spectra OX and DS.

WHAT ARE THE BENEFITS OF UTILIZING THE PARTNER THROUGH THE PLATFORMS?

Connect provides you with the digital and traditional inventory you want, and gives you the research and interaction tools to easily discover, evaluate, and process the supplier inventory that suits your campaigns best.

HOW DO I GET STARTED?

Look for Bounce TV inventory within your existing Spectra log-in.

For more information visit the <http://www.bouncetv.com/> website.

