



ENTERTAINMENT

If your target audience comprises movie buffs, hardcore gamers, TV bingers or all the above, Acxiom has you covered. Built using both actual and inferred data, Acxiom audiences provide accuracy, scale and greater ROI.

P22: Movie Buffs



- Frequent Cinema Goers
- Interest in various movies genres (large selection available)
- Frequent Movie Streamers
- Watch movies via various channels
- High Spend on Recreation and Entertainment

P23: TV Viewership



- Heavy to Light TV Viewers
- Regular TV on Demand viewers
- Tend to watch via Subscriptions, Free to View Only
- High Spenders on Subscriptions, Licences & Rental
- Daytime and Primetime Viewers

P24: Gamers



- Game Console Owners
- High Spenders on Games & Software
- Hardcore Gamers
- Game Genres (large selection available)
- High Spenders on Tech (Young Adults, Families with children)

More variables available by request via

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