



IPSOS TV DAILIES x RevOptimal

Monitoring the viewership behavior of 6,000 US respondents per week for over 13 years, the Ipsos TV Dailies survey is the longest running TV research initiative in the US - and it is now powering the highest fidelity viewership-based audiences available. Ready to activate on your platform of choice.



Deliver your message with the highest quality data, spanning **viewership behavior, content consumption and TV subscriptions.**

850+

titles tracked across linear and CTV

24K

viewers surveyed monthly

270M

US individuals, ready for activation

28B

resolved device linkages



Syndicated and Custom Audiences

From BritBox subscribers to The Bear enthusiasts, select from 300+ pre-built segments or contact us for 24-hour delivery of custom audiences



Identity-First, Privacy-Forward

All segments are built from known online and offline identifiers - ensuring maximum reach, while maintaining privacy and never using 3rd-party cookies



Refreshingly Up to Date

Ditch stale data and maximize your ad spend by leveraging the only digital audiences with monthly viewership and content updates

Available on dozens of activation channels



Ready for unparalleled scale and accuracy? Let's chat: audiences@revoptimal.com



Segment List

Ipsos TV Dailies x RevOptimal > Networks / Streaming Services > Current Subscribers / Subscriptions >

- Acorn TV
- ALLBLK
- Amazon Prime Video
- Amazon Prime Video > Subscribed via Cable Package
- Amazon Prime Video > Subscribed via Free Trial
- Amazon Prime Video > Subscribed via Monthly / Annual Subscription
- Amazon Prime Video > Subscribed via Phone Plan
- Amazon Prime Video > Subscribed via Shared Login
- AMC+
- Apple TV+
- Apple TV+ > Subscribed via Cable Package
- Apple TV+ > Subscribed via Free Trial
- Apple TV+ > Subscribed via Monthly / Annual Subscription
- Apple TV+ > Subscribed via Phone Plan
- Apple TV+ > Subscribed via Shared Login
- AT&T TV NOW
- BET+
- BritBox
- Cinemax
- Crunchyroll
- Discovery+
- Disney+
- Disney+ > Subscribed via Cable Package
- Disney+ > Subscribed via Free Trial
- Disney+ > Subscribed via Monthly / Annual Subscription
- Disney+ > Subscribed via Phone Plan
- Disney+ > Subscribed via Shared Login
- Epix
- EPIX NOW
- Freevee (formerly IMDb TV)
- Hallmark+
- HBO
- Hidive
- Hulu > Subscribed via Cable Package
- Hulu > Subscribed via Free Trial
- Hulu > Subscribed via Monthly / Annual Subscription
- Hulu > Subscribed via Phone Plan
- Hulu > Subscribed via Shared Login
- Hulu with Limited Commercials
- Hulu with No Commercials
- IFC Films Unlimited
- IMDb TV
- Max (formerly HBO Max)
- Max (formerly HBO Max) > Subscribed via Cable Package
- Max (formerly HBO Max) > Subscribed via Free Trial
- Max (formerly HBO Max) > Subscribed via Monthly / Annual Subscription
- Max (formerly HBO Max) > Subscribed via Phone Plan
- Max (formerly HBO Max) > Subscribed via Shared Login
- MGM+ (formerly Epix)
- Netflix
- Netflix > Subscribed via Cable Package
- Netflix > Subscribed via Free Trial
- Netflix > Subscribed via Monthly / Annual Subscription
- Netflix > Subscribed via Phone Plan
- Netflix > Subscribed via Shared Login
- Paramount+
- Paramount+ > Subscribed via Cable Package
- Paramount+ > Subscribed via Free Trial
- Paramount+ > Subscribed via Monthly / Annual Subscription
- Paramount+ > Subscribed via Phone Plan
- Paramount+ > Subscribed via Shared Login
- Peacock
- Peacock > Subscribed via Cable Package
- Peacock > Subscribed via Free Trial
- Peacock > Subscribed via Monthly / Annual Subscription
- Peacock > Subscribed via Phone Plan
- Peacock > Subscribed via Shared Login
- Philo TV
- Pluto TV
- Prime Video
- Samsung TV Plus
- Showtime
- Showtime Streaming Service
- Shudder
- Sling TV
- Starz
- Starz Encore
- Starz Streaming Service
- Sundance Now
- The Movie Channel
- The Roku Channel
- Tubi TV
- Vudu
- YouTube Premium
- YouTube TV



Segment List (cont.)

Ipsos TV Dailies x RevOptimal > Content Consumption / Viewership / Watching Behavior >

- Broadcast / Cable TV Watcher
- Cinema-goer
- Constant TV Viewer (7 Days per Week)
- Consumes Content in English and Spanish Equally
- Consumes Content in English Only
- Consumes Content in More English than Spanish
- Consumes Content in More Spanish than English
- Consumes content in Spanish only
- High TV Viewer (5-6 days per week)
- Live TV Watcher
- Live TV Watcher -- Via Cable
- Live TV Watcher -- Via Fiber Optic / Telephone Provider
- Live TV Watcher -- Via Satellite
- Live TV Watcher -- Via Streaming Service
- Low TV Viewer (1-2 days per Week)
- Medium TV Viewer (3-4 days per Week)
- No Access to Watch Live TV
- Online Video Streamer
- Premium Network Subscriber
- Sports Network Subscriber
- Streaming Service Subscriber
- Streaming Service Subscriber -- Monthly / Annual Subscription
- Streaming Service Subscriber -- Part of Cable Package
- Streaming Service Subscriber -- Part of Free Trial
- Streaming Service Subscriber -- Part of Phone Plan
- Streaming Service Subscriber -- Shared Log-in
- TV Watcher

Ipsos TV Dailies x RevOptimal > Networks / Streaming Services >

- Subscribed to One or More Premium Network
- Subscribed to One or More Streaming Service

Ipsos TV Dailies x RevOptimal > Networks / Streaming Services > In-Market / New Subscribers / Customers >

- Acorn TV
- ALLBLK
- Amazon Prime Video
- AMC+
- Apple TV+
- AT&T TV NOW
- BET+
- BritBox
- Cinemax
- Crunchyroll
- Discovery+
- Disney+
- Epix
- EPIX NOW
- Freevee (formerly IMDb TV)
- HBO
- Hidive
- Hulu with Limited Commercials
- Hulu with No Commercials
- IFC Films Unlimited
- IMDb TV
- Max (formerly HBO Max)
- Netflix
- Paramount+
- Peacock
- Philo TV
- Pluto TV
- Prime Video
- Samsung TV Plus
- Showtime
- Showtime Streaming Service
- Shudder
- Sling TV
- Starz
- Starz Encore
- Starz Streaming Service
- Sundance Now
- The Movie Channel
- The Roku Channel
- Tubi TV
- Vudu
- YouTube Premium
- YouTube TV



Segment List (cont.)

Ipsos TV Dailies x RevOptimal > Networks / Streaming Services > Likely to Churn / Looking to Switch (Conquering) >

- Acorn TV
- ALLBLK
- Amazon Prime Video
- AMC+
- Apple TV+
- AT&T TV NOW
- BET+
- BritBox
- Cinemax
- Crunchyroll
- Discovery+
- Disney+
- Epix
- EPIX NOW
- Freevee (formerly IMDb TV)
- HBO
- Hidive
- Hulu with Limited Commercials
- Hulu with No Commercials
- IFC Films Unlimited
- IMDb TV
- Max (formerly HBO Max)
- Netflix
- Paramount+
- Peacock
- Philo TV
- Pluto TV
- Prime Video
- Samsung TV Plus
- Showtime
- Showtime Streaming Service
- Shudder
- Sling TV
- Starz
- Starz Encore
- Starz Streaming Service
- Sundance Now
- The Movie Channel
- The Roku Channel
- Tubi TV
- Vudu
- YouTube Premium
- YouTube TV

Ipsos TV Dailies x RevOptimal > Sports > Sports Networks Current Subscribers / Subscriptions >

- DAZN
- ESPN+
- FuboTV
- MLB Extra Innings
- NBA League Pass
- NBC Sports Gold
- NFL Game Pass
- NFL Network
- NFL Red Zone
- NFL Sunday Ticket
- NHL Center Ice
- Subscribed to One or More Sports Network
- UFC Fight Pass
- Venu Sports
- WWE Network

Ipsos TV Dailies x RevOptimal > TV Devices >

- Amazon Fire TV
- Apple TV
- Blu-Ray player
- DVR
- Google Chromecast
- PS4/PS5
- Roku
- Smart TV (Internet Enabled Television)
- Tablet (iPad, Samsung Galaxy, Amazon Kindle etc.)
- TiVo
- Xbox ONE/Xbox Series S/Xbox Series X



Segment List (cont.)

Ipsos TV Dailies x RevOptimal > Past Seven Days Watchers >

- A&E
- ABC
- Acorn TV
- Adult Swim
- ALLBLK
- Amazon Prime Video
- Amazon Video
- AMC
- AMC+
- Animal Planet
- Apple TV+
- BBC America
- BET
- BET+
- Bounce TV
- Bravo
- Cartoon Network
- CBS
- CBS Sports
- Cinemax
- CMT
- CNBC
- CNN
- CNN Max
- Comedy Central
- Cooking Channel
- Crackle
- Crunchyroll
- CW
- Discovery Channel
- Discovery+
- Disney Channel
- Disney Junior
- Disney XD
- Disney+
- E!
- Epix
- ESPN
- ESPN+
- Facebook Watch
- Food Network
- FOX
- Fox News
- Freeform
- Freevee (formerly IMDb TV)
- FS1
- FX
- FXX
- GSN
- Hallmark Channel
- HBO
- HGTV
- Hidive
- History
- HLN
- Hulu (subscription service)
- IFC
- IFC Films Unlimited
- Investigation Discovery
- ION Television
- Lifetime
- Lifetime Movies
- Logo
- Magnolia Network
- Max (formerly HBO Max)
- MGM+ (formerly EPIX)
- MLB Network
- MSNBC
- MTV
- National Geographic
- NBA TV
- NBC
- Netflix
- NFL Network
- NHL Network
- Nick at Nite
- Nickelodeon
- Ovation
- OWN
- Oxygen
- Paramount Network
- Paramount+
- Paramount+ with Showtime
- PBS
- Peacock
- Philo TV
- Pluto TV
- Prime Video
- Samsung TV Plus
- Science
- Showtime
- Shudder
- Sling TV
- Smithsonian Channel
- Starz
- Starz Encore
- SundanceTV
- SYFY
- TBS
- Telemundo
- The Roku Channel
- TLC



Segment List (cont.)

Ipsos TV Dailies x RevOptimal > Past Seven Days Watchers >

- TNT
- Travel Channel
- TruTV
- Tubi TV
- TV Land
- TV One
- Unimas
- Univision
- USA
- VH1
- Vice on TV
- Vudu
- WE tv
- Weather Channel
- YouTube Premium
- YouTube TV

Ipsos TV Dailies x RevOptimal > Sports > Fans / Fandom >

- AEW (All Elite Wrestling)
- Boxing
- College Basketball (NCAA)
- College Football (NCAA)
- English Premier League Soccer
- eSports (Professional Video Gaming)
- MLB (Major League Baseball)
- MLS (Major League Soccer)
- NASCAR/Formula 1 Racing
- NBA (National Basketball Association)
- NFL (National Football League)
- NHL (National Hockey League)
- Professional Golf (PGA, LPGA, etc.)
- Professional Tennis (USTA, WTA, etc.)
- UEFA Champions League Soccer
- UFC (Ultimate Fighting Championship)
- WWE (World Wrestling Entertainment)

