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# Reach your audiences with Connected TV

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With reach across channels, programs and streaming-friendly platforms, Connected TV ensures you find your audience—everywhere.

Remember water cooler television? Back then, TV was an event where if you missed that one Very Special Episode, your only hope of seeing it again was possibly during reruns—and that meant your message had a good chance of being missed. Now, those talkable TV moments happen all day, every day—and your audience is watching it all happen whenever they want, wherever they want.

Connected TV gives you the power to pinpoint pertinent viewers and advertise on streaming-compatible devices, ensuring you'll reach your audience on every platform and device they watch.

**It's time to make 'em tune in to your message in a whole new way. Learn more about Experian's Connected TV on our [website](#).**

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