For streaming investments, understanding program-level context is near impossible and leveraging standard genres as a proxy doesn’t offer much, with the majority of inventory falling within 3-4 standard genres. To solve for this, Tubi has developed Campaign Insights - a first of its kind of analysis that features Content Clusters, unique contextual groupings created via machine learning that go well beyond standard genres offering a deeper level of context mapped to rich audience data.

**SAMPLE REPORTING**

**65%** Impressions served to 20 unique Content Clusters

**CONTENT CLUSTER COMPOSITION:**

**BLACK HISTORY + CULTURE**

- Zany Comedies
- Black History + Culture
- Forty Years of Machismo
- Multicultural Drama & Crime Binge
- Cult Classic Comedies
- Mood Boosting Comedies
- Psychological Thrillers
- Martial Arts Action
- A-List Comedies from the 80s / 90s
- Rockumentaries
- High Octane Action
- A Day in the Life Reality TV
- Inspirational YA Tales
- Kingspins of the 90s and 00s
- Family Fun & Adventure
- Black Cinema
- Family Movie Night
- Just for Kids
- Futuristic Action Films
- Haunting Horrors
- Private Eyes & Alibis

**GENDER**

- Female: 60%
- Male: 40%

**EDUCATION**

- Graduate School: 12%
- Some College: 17%
- High School: 23%
- College Graduate: 48%

**HH INCOME**

AVG: $35K - $75K

**CHILDREN**

Nearly half of all consumers in this cluster have children mostly between 7 – 12 yrs. old.