

Think bigger than TV.

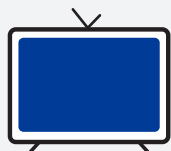
Are traditional linear TV subscribers declining? Yes. Is that a problem? Not if you have a multiscreen approach.

Today, consumers watch their favorite content across live TV, streaming platforms, connected TVs, mobile apps and online video. With Midco AdvertisingSM as your partner, you can capture the right audience – no matter how they watch.

Capture more than subscribers.

More than 90% of households across Midco's footprint have access to broadband internet.¹ Traditional TV subscriber counts alone no longer reflect the audiences available to advertisers.

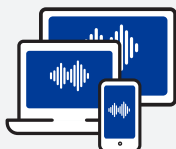
Reach audiences across:



Traditional TV



Connected TV (CTV)



Streaming TV (OTT)



Digital Video



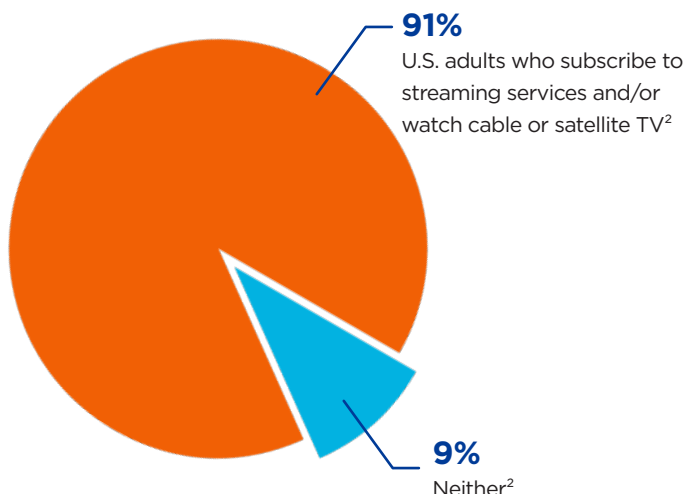
Mobile



Online

Reach your audience.

Whether your customers are cord cutters or traditional TV watchers, Midco Advertising has you covered with linear, CTV and OTT options.



Wanna move the needle?

TV Ads + Digital & Social Ads =
A Winning Combination



Hit the bullseye with Midco Advertising.

Your audience is still there. They're just watching differently. Midco Advertising can help your brand reach customers wherever they choose to engage with content.



Scan the QR code and explore
how Midco Advertising can make
a difference in your strategy.

Midco.com/Advertising