PeerLogix

What's streaming. *Who's watching.*
peerlogix.com

The streaming audience, observed at the household level. Packaged as segments your buyers can activate.

PeerLogix sits directly in the OTT stream and observes what actual households watch across virtually every major platform, including the ones that sell no ads and share no data. That observed behavior becomes audience segments for your marketplace: households defined by what they truly stream, not by what a model guesses they might.

ONE PANEL ·
EVERY PLATFORM

NETFLIX HBO MAX Disney+ prime video hulu Paramount+ peacock Apple TV+
crunchyroll + more

One observed stream unlocks six targetable keys.

FIG. 01 · TAXONOMY

Every stream is matched to a canonical catalog entry (series, season, episode, film, franchise, network, cast), so a buyer can key a segment on any of them. Genre is the floor, not the ceiling.

70M+	200K+	210	Daily
HOUSEHOLDS OBSERVED	TITLES · EPISODE-LEVEL	US DMAS · 174 COUNTRIES	REFRESH · DSP / CDP / S3

§ 01 THE AUDIENCE NOBODY ELSE CAN SEE

The most valuable streaming households sit inside walled gardens that publish no viewership data. Because PeerLogix connects app-sourced viewing signals through its household graph (patented methodology, two US grants, no PII), those households are visible, and reachable across the open web, mobile, and CTV at conventional CPMs. Your buyers reach the cord-cutters their linear plans lost.

§ 02 WHAT YOUR PLATFORM GETS

Marketplace segments: pre-built OTT audiences, keyed on title, franchise, genre, and cast, refreshed daily.

Custom builds: any slice of the catalog, joined to licensed demo and intent attributes via your identity graph.

Enrichment: viewing behavior as a signal layer for your existing IDs, models, and TV intelligence products.

CURRENT DATA SOURCES

Current viewing signals come from an opted-in panel using authorized media-center and media-player applications, plus TV and movie tracking apps. They include streaming consumption, reported viewing, and watchlist interest. The household graph also incorporates licensed identity data and publisher inputs for advertising applications.
Source methodology · Partnerships and sourcing history

Observed, not modeled.

§ 03 WHY DETERMINISTIC MATTERS

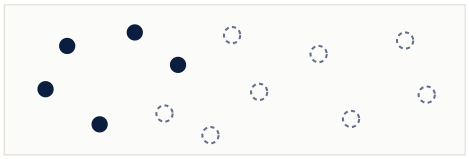
Most “viewership” segments are amplified: a small observed seed, stretched by a lookalike model until it reaches sellable scale. PeerLogix segments are non-amplified by construction; scale comes from the collection method, so there is nothing to stretch:

The same segment, built two ways.

FIG. 02 · SEGMENT ANATOMY

TYPICAL VENDOR · MODELED

Small seed, stretched by a lookalike model



● watched ○ “looks like” a watcher

PEERLOGIX · OBSERVED

Every household actually streamed the title

● watched · non-amplified, at scale

Read: in a modeled segment, most members merely resemble a watcher. In a PeerLogix segment, membership is the behavior itself, so campaigns land on real category engagement.

§ 04 IN THE STACK

Nexxen · TV Intelligence

50M HH reach

Nexxen augmented its TV Intelligence solution with exclusive PeerLogix streaming viewership, layered onto set-top-box and ACR data: as many as 50 million households its advertisers can reach as one unified TV audience.

Top-5 DSP · audience marketplace

A top-5 DSP carries PeerLogix behavioral segments in its marketplace, keyed on title, franchise, genre, and cast, giving buyers audiences defined by actual streaming rather than DMP lookalikes.

The data has also lived inside Oracle, The Trade Desk, LiveRamp, Nielsen, Salesforce, and Lotame ecosystems, among others: onboarding and identity resolution are solved paths, not experiments.

> *“The integration of PeerLogix’s data into our TV Intelligence solution enhances our capacity to deliver unparalleled value to our clients through real-time, premium insights.”*
>
> , VP, TV PARTNERSHIPS & STRATEGY, NEXXEN · ON THE PARTNERSHIP

§ 05 DELIVERY & COMPLIANCE

Format. Packaged or custom segments to your DSP, DMP, or CDP of record; raw wholesale feeds by CSV, API, or S3.

Cadence. Daily refresh, with 10+ years of contiguous history behind every segment for validation.

Privacy. Household-level, no PII, no cookies. CCPA and GDPR compliant, clean for data-partnership review.

Name a title, a franchise, or a category.

Sample segments available: a test pull built to your taxonomy, 48-hour turnaround.

Request sample segments → Book a call

peerlogix.com

William Gorfein, Founder