

# NETFLIX

## Audience Targeting

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Summary of audience targeting capabilities for Netflix advertising



### Gender

- Female
- Male

### Age

- 18-24
- 25-34
- 35-49
- 50-54
- 55-64
- 65+

### Viewing Moods

- Adrenaline
- Escape
- Laugh
- Learn
- Romance
- Scares
- Suspense
- True life
- Unwind

### Interests

- Academics
- Animals
- Auto
- Basketball
- Business & Finance
- Education
- Entertainment
- Fashion
- Fine art
- Food & Drink
- Football
- Gaming
- Health & Fitness
- History & Cultures
- Halloween
- Home & Garden
- Media & News
- Music & Audio
- Real estate
- Sports
- Soccer
- Technology
- Travel
- Vacation
- Weddings