

# Millennial CTV Package

Nearly **31%** of US CTV users are millennials, with relevant content viewed by **58.5M+** millennials every month.

Yahoo's Millennial CTV package reaches these highly valuable viewers by targeting their favorite channels and content across all screens!

Millennial CTV package  
YDSP Deal ID: **163250545427269204**

**600M+**

Weekly  
Opportunities

Bid guidance

**\$20**

CPM

**yahoo!**

eMarketer, US CTV, February 2021



Sample publishers/channels



Please contact your Yahoo representative for 3P DSP Deal IDs