

# Family-Friendly CTV Package

With families spending more time at home together, finding family friendly content is more important than ever. **82% of parents** say content that's 'good to watch with my family' is a deciding factor in what to watch

Yahoo's Family-Friendly CTV package reaches cord cutting families across CTV devices targeting content rated **TV-G, G, and All Audiences**.

Family-Friendly CTV Package

YDSP Deal ID: **1632259438263827641**

**400M+**

Weekly Opportunities

Bid guidance

**\$19**

CPM

Sample publishers/channels

pluto tv

xumo

philo



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