

RIGHT HERE. RIGHT NOW.™

TARGETED CLUSTERS

DIRECTV 2012 General Entertainment Clusters represent a national footprint with coverage in every major DMA. With 85+ networks segmented into 11 demographically targeted clusters, DIRECTV assures to enhance your campaign in the national spotlight. Measured by Nielsen, Kantar Media, and EDI capable.

Adult Cluster



Female Cluster



Lifestyle Cluster



Kids Cluster



Male Cluster



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Young Adult Cluster



News Cluster



Sports Cluster

