

PUBLISHER SPOTLIGHT

HAYSTACK NEWS



Haystack News is the best way to watch coverage from hundreds of local, national, and international news channels, all in one place, and absolutely free. Haystack News has local news coverage for 90% of U.S. DMAs, and content from more than 300 premium providers, including ABC News, the Associated Press, Bloomberg, CBS News, Cheddar, Euronews, and Newsy.



PRIMARY DEMO

Average viewer age is 39, and includes cord-cutters, avid investors and political news consumers. They over-index in categories such as investing and financial services, vehicles, real estate, and travel

CONTENT VERTICAL

- News

AUDIENCE REACH

- In 2020, Haystack News streamed billions of minutes of news

FORMATS SUPPORTED

- Pre-roll 15s, 30s

INVENTORY TYPE

- OTT/Mobile

APP STORE/PLATFORM AVAILABLE

- Roku
- FireTV
- AndroidTV
- AppleTV
- Samsung
- LG
- Vizio
- HiSense
- Chromecast
- iOS
- Android Mobile

CHANNELS

Content from hundreds of channels, including ABC News, the Associated Press, Bloomberg, CBS News, Cheddar, Euronews, Newsy, and local stations from Scripps, CMG, Meredith, Hearst, Hubbard, and local CBS and ABC affiliate stations. 100% coverage in the top 30 DMAs.



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