# Q4 IS GAME TIME

## REACH AUDIENCES READY TO PLAY, SHOP & SPEND



**Halloween. GTA VI. Black Friday. Cyber Monday. Christmas. Q4 is packed with moments when gaming hype meets shopping intent.**

OAN helps advertisers reach high-value audiences with gaming-first and seasonal audience segments built for programmatic activation across global markets.

## WHY OAN FOR Q4?

### GAMING-FIRST AUDIENCE EXPERTISE

Reach players by games, genres, devices, platforms, gamer types, spending behaviours and more.

### CUSTOM SEGMENTS ON DEMAND

Need something more specific? OAN can build custom audiences tailored to your campaign brief.

### SHOPPING INTENT

Go beyond gaming - target audiences from tech buyers to Black Friday Bargain Hunters and Christmas shoppers.

### GLOBAL SCALE, LOCAL TARGETING

Activate audiences across markets.

## Q4 2026 AUDIENCE HIGHLIGHTS

### HALLOWEEN SEGMENTS

- Halloween > Events & Parties, Haunted Houses & Festivals
- Halloween > Shopping (Retail)
- Halloween > Costumes, Masks & Accessories
- Halloween > Home & Garden Decorations, Outdoor Lights & Props

GTA VI launches November 19, just as Q4 shopping season hits top gear.

## GTA VI SEGMENTS




- GTA VI Premiere Launch
- Gaming > User Types > Game Premieres SeekersTech
- Gaming > Devices & Platforms > PlayStation
- Gaming > Console Games
- Purchase Intent > Eletronics Hardware > Video Gaming Consoles
- Black Friday > Gaming Consoles, PC Hardware & Accessory Deals

## BLACK FRIDAY & CYBER MONDAY SEGMENTS

- Black Friday > Early Seasonal & Holiday Shoppers
- Black Friday > Home Appliances, Electronics & Kitchen Essentials
- Black Friday > Smartphones, Mobile Devices & Accessories Deals
- Black Friday > Gaming Consoles, PC Hardware & Accessory Deals
- Black Friday > Sports, Fitness & Wellness Gear Deals
- Cyber Monday > Tech & Online Shopping Deals

## CHRISTMAS SHOPPING SEGMENTS

- Christmas Holidays > High Spenders > Holiday Gifts Seekers & Buyers
- Christmas Holidays > Electronics Price Chasers
- Christmas Holidays > Media Entertainment Devices
- Christmas Holidays > Home Decorations
- Christmas Holidays > Retail Shopping > Parents & Family

**And more segments!**

## PRIVACY-SAFE DATA. NO CHEAT CODES

OAN provides audience data in compliance with **GDPR & CCPA** and works within the **IAB Transparency & Consent Framework 2.2.**

High-quality audience data, built for responsible activation across the programmatic ecosystem.



## MAKE Q4 YOUR HIGH-SCORE SEASON

Tell us who you want to reach. We'll help you find, or build, the right audience.

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