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## Connected TV Inventory

There are multiple video deals available, including AT&T, DirecTV NOW, and Dish. There are also video packages that can be inserted into live streams on all of the major TV stations, via Sling and DirecTV. There are three main inventory sources in Basis, and these are just a few examples of what's available today:

## TV Content Owners

Target inventory from specific CTV apps or networks to focus on content alignment.



## Premium Distributors

Choose from a variety of distributors that aggregate TV content from multiple networks.



## CTV Supply-Side Platforms

Many supply-side platforms (SSPs) are expanding to offer access to CTV inventory.

