**CTV Form for LiveRamp Activation**

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| --- | --- |
| Campaign Information | |
| Client/Advertiser |  |
| Agency/Agency Contact |  |
| TV Campaign Name |  |
| Programmer Partner(s) |  |
| Match Partner (i.e., Nielsen, ComScore, Comcast, Xandr) |  |
| Campaign Start Date |  |
| Potential for Measurement (y/n) | N |
| Potential Measurement Partner | N |
|  |  |
| Segment Information | |
| Segment Name | (audience name) |
| Type of Data Being Sent - PII or Online (Cookie/Mobile) | Cookie/Online |
| Segment Definitions i/e high value customers or webpage visitors | (This is the audience name or segment coding) |
| Number of Records of Original Segment | (Note to Resonate: in the UI you can use the addressable audience) |
| Modeling Needed (y/n) | N |
| Modeling Partner & Scoring | n/a |

* Once completed, this form will be reviewed by Resonate and sent to LiveRamp ([tv-delivery@liveramp.com](mailto:tv-delivery@liveramp.com)).
* Current SLA for completion by LiveRamp is 2 weeks.