



Powered by
TVIQ x Békwa

Buy Where Black Audiences Watch.

Curated Black-audience streaming inventory. One marketplace. CTV-buyer ready.

What Is Black Audience Marketplace (BAM)?

BAM (Black Audience Marketplace) is a new gateway for advertisers to reach verified Black audiences across Connected TV, mobile, and digital streaming environments — without managing dozens of small publisher relationships.

Built in partnership with TVIQ, the industry's leading CTV revenue-operations platform, and powered by Békwa Consults, BAM provides programmatic access to trusted, brand-safe Black-owned and Black-focused media channels. BAM makes it easy for brands and agencies to reach and measure Black audiences with scale, transparency, and cultural precision.

Why It Matters

Black viewers **over-index in streaming consumption** but remain dramatically **under-funded in ad allocation**. BAM bridges this gap by making Black audience reach transparent, measurable, and scalable for brands who want both cultural precision and performance.

Key Stats (example call-outs):

- 44% higher streaming time vs. general population
- <\$0.02 of every CTV dollar currently reaches Black audiences
- 80% of Black consumers say representation impacts brand favorability

How It Works

- **Single Point of Access:** Activate across vetted Black-audience publishers via TVIQ's programmatic pipes.
- **Programmatic or Direct Buy:** Flexible entry through your preferred DSP or a managed service campaign.
- **Cohort Entry Packages:** 500K+ impressions minimum, scalable by budget tier (\$10K–\$25K and above).
- **Measurement & Reporting:** Full transparency through TVIQ analytics dashboard.

Active Buying Verticals

Auto | CPG | Telecom/Tech | Finance | Entertainment | DSPs

(Representative buyers include: GroupM, The Trade Desk, Verizon, P&G, Capital One, Peacock)

Next Steps

 Schedule a 15-minute buyer intro call

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 www.blackaudiencemarketplace.com

The first CTV marketplace for Black streaming audiences.



Powered by TVIQ x Békwu

*Delivering verified reach, transparent yield, and
CTV performance for Black audiences.*



Programmatic Access



Cultural Precision



Measured Performance



TVIQ is a New York-based Connected TV Revenue Operations company obsessed with our clients' success. Founded in 2020 after launching one of the first CTV consulting companies in 2018, TVIQ creates measurable outcomes for our clients. Based in New York with a global reach, TVIQ's team is ready to deliver results for your business.

- 30+ Years of Digital Media Experience
- Unique Supply & Demand Relationships
- Innovative Technology & Tools



Békwu Consults provides a comprehensive suite of services, partnering with clients to reach measurable and substantial strides in their business goals. A black and woman-owned consultancy, we offer a needed space for data backed cultural insights to ensure the success of niche clients, specifically in media.