

Connected TV with dataxu

Access to an innovative new media channel

dataxu is giving advertisers the power to target custom audiences on Connected TVs via a real-time programmatic platform, accessing full-screen, un-skippable, and 100% viewable ads running on actual TV screens.

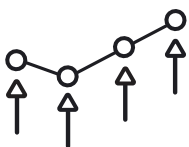


How connected TV advertising works

- Viewers stream video content on their internet enabled Smart TV, OTT device, or game console.
- Available ad spots are entered into programmatic auctions and purchased if the viewer matches the desired audience
- Ads appear in real-time before, during, and after content, in a full-screen, 100% viewable environment.

Unify connected TV & digital buys for more targeting & insightful campaigns

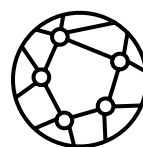
- Extend DataXu audience targeting to CTV content for better targeting and cross-channel messaging.
- Measure effectiveness of CTV campaigns through actions taken on other devices with cross-device attribution.
- Optimize CTV campaigns within the context of other media with OneView



Real-Time



Targeted



Scalable



Relevant

About dataxu

dataxu® helps marketing professionals use data to improve their advertising. Our software empowers you to connect with real people across all channels, including TV, capturing consumers' attention when and where it matters most. With 14 offices around the world, we're here to help power your business forward. Discover what you + our software can do at www.dataxu.com.

dataxu.com

281 Summer Street, 4th Floor, Boston, MA 02210

1.857.244.6200 | @dataxu

Boston • New York • Chicago • San Francisco • LA • Berlin • Cologne • London • Madrid • Milan • Paris • Singapore • Sydney • Bengaluru

dataxu®

OS-CONNECTEDTVWITHDATAXUTWO-02