ElementalTV Debuts Newest CTV Tech Innovation, ELM iQ

The breakthrough technology powers AI-driven, CTV creative development and deployment

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ElementalTV, an emerging media technology company and a division of Adoppler, today debuts its newest connected TV (CTV) tech solution, ELM iQ. The breakthrough CTV technology solution addresses the "last mile" creative problem, which is a major bottleneck for the CTV industry creative development and delivery. It accomplishes this by providing brands, publishers, and agencies to leverage real-time data to create new, compelling, customized creative ad content on the fly, and at scale.

Current creative updating processes are manual and time consuming, with constant re-edits proving costly. ELM iQ leverages ElementalTV's proprietary AI creative composer technology to address this massive slowdown in ad deployment. By pairing ELM iQ's machine learning with real-time information from a partner's database, CMS, or API, advertisers can now create and deliver dynamic CTV advertising content with near real-time speed and accuracy.

ELM iQ creates new opportunities for brands to generate dynamic ad creative, by rapidly connecting data to develop immersive CTV ad creatives that are highly personalized and localized. The result is faster, near real-time ad executions and creates significant cost savings for brands, publishers, and agencies.

"ELM iQ is an advanced technological solution that, we believe, has the power to propel CTV ad innovation to the next level," says Sergey Lobko-Lobanovsky, Chief Technology Officer of ElementalTV. "Historically, video ad creatives for TV were not updated or refreshed very often, and when they were, it was usually seasonally or monthly. Advertisers today are looking for flexibility and speed to keep up with rapidly shifting consumer sentiments and buying behaviors. With ELM iQ and its smart machine learning technology, we now have the capability to do this in near real time, thus solving for advertisers the challenge of remaining agile and relevant in today's competitive markets."

With ELM iQ, content creators can now focus squarely on conceptualizing and developing creative, relevant and hyper localized ad content that will resonate with its intended audiences, ensuring a better and more effective overall ad experience.

"We see ELM iQ as a win for all stakeholders," says Shafi Mustafa, VP Product Marketing for ElementalTV. "Viewers will see more dynamic and relevant ads with much fewer duplicate

advertiser messages; publishers will benefit from increased bid density as more advertisers are now able to participate in CTV advertising; and advertisers will have the ability to create, update, and personalize creative messages in a highly scalable, low cost manner. This solution is a game changer."

ELM iQ is ElementalTV's latest next-generation innovation, following the recent expansion of the company's ELM product suite earlier this month. With the release of ELM, **the company announced** it surpassed one billion CTV advanced ad impressions in its first year of business. ELM iQ, a product of the company's focus on rapid innovation, has been in beta with a select number of advertisers and is now available at scale.

To learn more about ElementalTV and its solutions, visit **www.elementaltv.com**.

About ElementalTV Founded in 2020 and headquartered in Pasadena, CA, ElementalTV is pioneering the next generation of CTV ad innovation. ElementalTV pushes the boundaries of how technology can immerse an audience's advertisement experience. Its proprietary vertically integrated platform, ELM, combines a wide range of capabilities including advanced ad decisioning, demand-side platform (DSP), creative optimization, transcoding, and stitching to allow for seamless, next generation ad experience. To learn more, visit elementaltv.com.

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