

# Mirriad Partners with Top US Media Agency



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Mirriad, the leading in-content advertising company, has today entered a two-year commercial partnership with a tier one North American media agency.

The non-exclusive agreement will accelerate the company's adoption of the in-content advertising format powered by Mirriad's patented technology.

With over \$1 billion placed in media annually and vast experience in delivering media buying strategies, the company will work with Mirriad to expand the market for in-video advertising by introducing it to partner agencies and clients. Alongside this, both parties will look to mutually identify partners that would best benefit from Mirriad's award-winning solution.

The terms of the commercial partnership initially encompass in-content campaigns in the US, but also include the ambition to expand to additional markets in future.

**Stephan Beringer, CEO of Mirriad**, said: "This agreement sees Mirriad partnering with a company currently managing some of the largest and most diverse media positions in the industry. It allows us to leverage the strong relationships that company has with its clients and other advertising and marketing partners.

"This is a new route to delivering in-content opportunities to an increasing number of advertisers and agencies across the important US market and beyond, highlighting an additional pathway for our business to scale. Alongside working with new partners, we are focused on further developing Mirriad's platform and our unique ability to generate new revenue streams with an advertising solution that enhances the viewing experience, rather than interrupting it."

ENDS

## **Enquiries:**

For further information please visit [www.mirriad.com](http://www.mirriad.com) or contact:

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**About Mirriad**

Mirriad's award-winning solution unleashes new revenue for content producers and distributors by creating new advertising inventory in content. Our patented, AI and computer vision technology dynamically inserts products and innovative signage formats after content is produced. Mirriad's market-first solution seamlessly integrates with existing subscription and advertising models, and dramatically improves the viewer experience by limiting commercial interruptions. Mirriad currently operates in the US, Europe and China.

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