

# New DynAdmic innovation deeply fuses Connected TV with connected audiences for first time



A revolutionary new product from DynAdmic is changing the entire industry's ability to effectively target this viewership.

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The proportion of households severing their connections to traditional cable is forecast to increase by 44% in the next three years. Consumer adoption has been fast, and the amount of time people are spending on connected devices increases daily. Whilst many marketers know there is a power in the incremental reach created by increasing ad exposure during influential times of the day on CTV, the contextual abilities to target people accurately has been escaping them. Until now.

The team, at global media leader, **DynAdmic** have launched a new contextualization technology that is dedicated to dramatically transforming audience analysis and insight for advertisers and solving this problem. DynAdmic's revolutionary approach semantically analyses and categorizes CTV inventory for the first time ever. This process allows them to enrich the context of the content with information based on the application itself (themes, audiences, publishers) as well with the specific program or series being viewed at the time. This powerful innovative approach is executed by leveraging a specialist semantic categorization method based on Named Entities Recognition (NER). With the NER process **DynAdmic** are currently rolling out they are analyzing approximately 100 million unique ad placements per day of which one third are from CTV. This analysis has allowed their team to refine the semantic categorization of the entire CTV inventory by more than 50%.

*"At DynAdmic we have seen how CTV has improved the customer experience. We want to ensure we are doing the same for the marketers and their ad spend" says founder and CTO, **Bruno Champion** "Our experience shows that if we can connect our clients' brands with the consumer accurately, and with relevance, on the CTV channels they earn more of each viewers time and in return increase their ROI."*

The new intelligent systems from **DynAdmic** leverage the power of semantic algorithms and analytics to disrupt the existing approach and whilst most advertisers still find online video inventory vague, this new arrival in the market is revolutionizing targeting precision based on linguistic programming.

*“Our technology is the first to market and is addressing a market-wide problem by bringing contextualization technology to CTV for the first time. We are offering our clients specific KPI measurability and targeting, and a far better user experience for their consumers given the context is accurate and relevant to their personal viewing behaviour. This is a groundbreaking shift, and we couldn’t be more excited to roll it out”*  
closed Champion.

Find out more at <http://www.DynAdmic.com> or contact : [lara@DynAdmic.com](mailto:lara@DynAdmic.com)

## About **DynAdmic**

DynAdmic curates digital video advertising inventory from the world’s leading websites by utilizing smart semantic targeting and activating brand safety and fraud security, while focusing on campaign performance metrics. They connect world-class advertisers with qualified audiences across Youtube, apps and the largest publishers reaching more than 450MM viewers globally and targeting viewers in real-time based on what they are about to watch by using their proprietary AI audio recognition technology. Their exclusive demand platform scans 20,000 pages per minute and scores every page according to brand safety, contextual relevance and qualified audience parameters.

By leveraging a superior and owned code, the DynAdmic team can identify and target viewers’ real-time interest and prospective consumers from their audience catalogue in 60 languages across the world with a fraud rate of less than 1% according to Moat. DynAdmic is the only certified Google partner that connects the online with offline world with TV Sync, and has a 96% context relevance score as well as third-party verification from IAS.

DynAdmic partners with the leading brands, agencies and publishers and is comprised of 130 people in 7 countries.

[www.us.dynadmic.com](http://www.us.dynadmic.com)

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