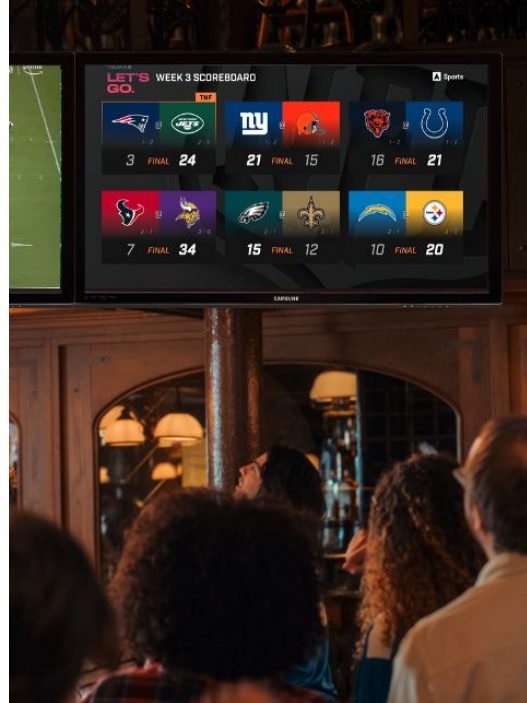


Drive Growth with Live Content: Connect Your Brand to Every Moment

Align your brand with content shown on TV and cinema screens

Available via any DSP, Live Content Signals trigger your ads based on the content playing on the screen, placing your brand next to key moments in real-time. Ensure your message is always meaningful, engaging, and relevant to your audience, cutting through the noise in daily environments.



Sample set of live content adjacency providers



Why context matters

Leveraging content triggers drives results with relevance and engagement

Effectiveness

+17%

Brain Response

+18%

Ad Recall

+17%

Source: Yougov

- Automatically refresh your creatives and tailor your messaging based on real-time triggers and tailor your message based on the environment it will be displayed in.
- Easily extend your audience using the same targeting and strategy across dozens of publishers

Leverage your content signal options

Categorize your dynamic content signals with four distinct groups

- **Align with live sports and broadcasts:** Place your ads alongside live sports and TV-quality content running outside of traditional linear streams.
 - **Examples:** Direct TV, Taiv, and Barboards.
 - **Target with precision:** Use auction data like genre, channel name, keywords, and language to reach your audience.
- **Own the big screen with cinema:** Target movie titles and audience ratings.
- **Align with content:** Reach specific categories of content that directly match your messaging, ensuring ads run alongside relevant news, topics, or live feeds.
 - **Examples:** Captivate (aligning with finance, sports, or entertainment headlines), contextual weather, or real-time event updates.
- **Align with the audience:** Target viewers based on the media they are consuming in high-dwell environments to match their mindset and lifestyle interests.
 - **Examples:** Atmosphere (targeting venues showing live sports, cooking channels, lifestyle TV, or ambient entertainment).

Bars and Restaurants



Movie Theaters



Office Buildings



Retail

