

StickyADS.tv fast-tracks Programmatic TV adoption through game-changing programmatic guaranteed feature

Industry first feature will enable broadcasters to replicate the TV upfront trading model for their digital video offerings

London, UK, 23rd May 2016: StickyADS.tv, the leading multiscreen video ad tech company, today announced a breakthrough feature that will accelerate the convergence of TV and online video trading. Major European broadcasters, such as France Télévisions, M6, Next Régie (BFM TV, BFM Business, RMC Découverte, Eurosport) and Spiegel.tv, are the first to successfully deploy the new programmatic guaranteed feature across their private exchanges powered by StickyADS.tv.

This industry-first feature enables broadcasters to offer premium reserved video inventory to buyers, through open RTB pipes. Programmatic truly delivers on its efficiency promise, fulfilling business agreements similar to the TV world, and guaranteed deals can now be executed programmatically – bringing scale, control and transparency.

“Agencies and advertisers need transparency on the TV inventory they buy for their programmatic campaigns. With StickyADS.tv’s new programmatic guaranteed feature, we can offer them brand safety at scale on a guaranteed basis,” said Patrick Hurel, Head of Digital at Next Régie. “The efficiency gained in securing direct guaranteed deals programmatically is invaluable to us. Through this programmatic guaranteed feature, StickyADS.tv enables us to truly unify the selling of TV and online video advertising.”

StickyADS.tv has a proven track record in addressing the main challenges for premium publishers and broadcasters, which greatly contributed to the programmatic guaranteed feature’s successful design. It is not only a technical accomplishment, but guaranteed deals can be managed efficiently – similar to TV upfront deals – while offering strong sales support.

“Guaranteed deals are usually included into annual agreements established between us and our clients. Through this new programmatic guaranteed feature, StickyADS.tv enables us to upgrade programmatically our guaranteed deals while taking into account our current commercial processes,” stated Christoph Henning, Head of video Advertising at SPIEGEL QC. “It is a win-win situation, we take back the control over our premium video inventory, and buyers experience guaranteed delivery.”

To further automate and simplify the reserved inventory trading process, StickyADS.tv upgraded their publisher offering promotional tool, StickyDirect – which launched in

September 2015 – to ensure all buyers can easily find, customise, and buy any guaranteed deal that publishers make available.

“This exciting new feature takes programmatic guaranteed to the next level by removing the hassle of using tag-based solutions and adding an additional layer in yield management strategies,” commented Hervé Brunet, CEO & Co-founder at StickyADS.tv. “Ultimately, this will fuel incremental revenue for all our clients globally and will definitely help them complete their programmatic TV revolution – especially broadcasters, accustomed to transact up to several months in advance through the traditional TV upfront gatherings.”

StickyADS.tv reconciles the impression-based digital video environment with the TV-like world, within the context of an audience prone to watch content on multiple screens, anytime, anywhere. This breakthrough programmatic guaranteed feature will clearly benefit both sellers and buyers, truly automating guaranteed deals.

About StickyADS.tv

StickyADS.tv is a multiscreen video ad tech company whose mission is to help premium publishers embrace programmatic video, in a controlled and totally transparent manner.

StickyADS.tv’s publisher-controlled platform allows publishers to build, run and operate their own video private exchange across web, mobile, and IPTV. The main benefit for publishers is simple: the ability to monetise their video content directly with their clients – removing intermediaries – in order to better control their margin. In addition, StickyADS.tv’s exclusive analytical insights, available through the platform, further contribute to maximising video inventory value to its full potential across all screens.

Founded in 2009, StickyADS.tv is the leading private exchange software technology, powering 150+ private exchanges controlled by major TV broadcasters, large media groups and premium syndicators. In 2015, StickyADS.tv secured a ranking among the fastest growing technology companies in the Deloitte Technology Fast 500 EMEA 2015. StickyADS.tv’s reach is global - more than 7,000 websites in 150 countries worldwide - with regional teams in the US, Europe and more locations coming soon. For more information, please visit www.stickyads.tv.

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