

SpotX and clypd Announce Industry-First Ad Sales Platform for Linear TV and Digital Video

RTL Group-Backed Duo Also Forms Partnership With TiVo Research to Live-Sync Cross-Screen Audiences

DENVER – November 3, 2015 – With the TV industry moving towards greater synergies between the sale of traditional and digital video inventory, SpotX and clypd announce the development of a single solution for media owners to manage the sale of all forms of television assets and video inventory.

The pairing of SpotX's digital video platform and clypd's linear TV platform will create ad sales solutions that empower media companies to holistically monetise audiences and video across all distribution points.

The news follows the release of [comScore's Xmedia](#) and [Nielsen's Total Audience](#) metrics that combine TV and digital video audience measurement, signifying a turning point in the evolution of programmatic TV and the first solution to enable dynamic, targeted ad serving rather than simply an automated booking system.

"We knew from the outset the industry was moving toward a way of holistically measuring audiences, no matter how they were watching," said Randy Cooke, VP of Programmatic TV at SpotX.

"For TV and digital audiences to monetise at equitable rates befitting the true value of each, the industry needed a way of managing inventory optimisation and audience fulfillment across all ad-supported distribution channels," Cooke said.

The product allows media sales teams to recognise and capitalise on the unique values of each content distribution point, added Co-Founder and CEO of clypd, Joshua Summers.

"Our TV media owner clients, including several premium networks, are enhancing their ad sales efforts with advanced data solutions and automation through our platform," Summers said.

"By combining forces with SpotX, our partners can actually take advantage of fragmentation. Fragmentation should be seen as an opportunity, not a threat, for both the sell and buy side – an opportunity to leverage defined, targetable audiences."

Rhys Noelke, Senior Vice President Strategy at RTL Group, who sits on the clypd board, added, "clypd is one of the first companies that created a strong platform for programmatic sales for linear TV in the US. It offers a unique set of tools to the market at a crucial time, as programmatic video sales are growing rapidly. In conjunction with our investment in SpotX, clypd adds key TV sales competencies that will potentially offer groundbreaking solutions for TV and online advertisers. We see great potential in the collaboration of both companies – in the US and Europe."

SpotX and clypd also announce a strategic partnership with TiVo Research, enabling SpotX to match digital video audiences against TiVo Research's 2.5 million households. The partnership gives media owners the ability to fulfill campaign targeting obligations across all content distribution platforms, leveraging bespoke combinations of first and third-party data.

An integrated platform, which leverages programmatic capabilities and modern ad serving technologies, will bring countless benefits to the market including:

- Decreased complexity and increased synergies from managing inventory optimisation, audience fulfillment and yield across distribution channels from a single platform
- Greater efficiencies and flexibility for managing cross-screen audiences at a campaign level, and visibility into channel capacity and scarcity to help fulfill audience obligations
- The ability to better monetise impressions that are fully valued on premium metrics
- The ability to maximise yield on inventory using sophisticated cross-screen price discrimination techniques to drive increases in rates
- Visibility into cross-stream audience exposures, and the ability to apply advertiser priority protections across TV and video assets
- The application of first and third-party datasets across overlapping digital and TV audiences.

The platform allows clients of both companies to manage campaigns using a range of sales techniques across both traditional direct sales and programmatic opportunities.

About SpotX

SpotX is a video inventory management platform for premium publishers and broadcasters, helping them manage all of their demand sources from one place, and monetize content across all screens. The SpotX platform offers publishers unprecedented transparency and insight, creating a safe, controlled environment that allows them to connect with advertisers, and achieve the highest revenue possible. Premium publishers and mobile app developers trust SpotX as the independent solution that helps them better understand the buying behavior of today's leading brands and maximize inventory yield across private marketplace, programmatic direct and open marketplace deals. SpotX's ad serving, leading programmatic technology, and open and extensible architecture help simplify the complex digital video ecosystem for global publishers. Headquartered in Denver, Colorado, SpotX also has offices in New York, San Francisco, London, Sydney, Amsterdam, Hamburg, Belfast and Singapore. In July 2014, leading European entertainment network RTL Group acquired a 65% stake in SpotX, which was founded by CEO Mike Shehan and CFO and COO, Steven Swoboda, in 2007. For updates, please follow SpotX @SpotXchange or visit www.spotxchange.com.

About clypd

clypd is the the leading sell-side advertising platform built exclusively for the television industry. Founded in 2012, the company's TV sales platform delivers workflow automation, data-enhanced decisioning and provides media partners with tools to manage their sales efforts. clypd's innovations around programmatic television are empowering sales teams to accept new types of demand as well

as enhance their existing sales offerings. The clypd team is comprised of both TV and digital advertising experts, which uniquely positions the company to understand and meet the needs of the television industry while leveraging the best programmatic strategies from the digital world. For more information about clypd, please visit www.clypd.com or follow clypd on Twitter @clypd.