SpotX Partners With Moat To Power Viewability Targeting

New viewability check-box allows viewability targeting directly from ad server

DENVER – October 20, 2015 – Video inventory management platform, SpotX, has partnered with independent ad analytics company, Moat, to measure viewability and performance metrics across inventory sold through its platform.

The partnership adds additional insights to help SpotX platform customers optimise their inventory, target their campaigns, and meet the viewability demands of buyers, which are rapidly increasing, according to VP of Demand at SpotX, Kelly McMahon.

"As quarter three of 2015 got underway, we noticed an immediate shift in buying behaviour, with many brands and agencies tightening the screws on viewability requirements," McMahon said.

"Our partnership with Moat will allow publishers to optimise inventory to meet evolving buyer expectations, and help the market improve inventory performance."

SpotX deploys Moat's analytics, along with data from other vendors, as part of its Infrastructure & Analytics service to give customers insights to verify campaign delivery, brand safety and viewability.

Using the analytics suite, publishers will be able to set specific viewability targets across devices for the campaigns they traffic on behalf of buyers, making SpotX the first video platform to offer this type of check-box feature for viewability available directly from an ad server.

This feature will allow publishers to negotiate and sell against specific viewability percentages with their buyers. Publishers will now have this targeting functionality within campaign management under targeting refinements.

An algorithm developed by SpotX will use Moat's historical viewability data to predict the viewability score for ad placements, and select those that are most likely to match the viewability threshold selected, whether that be 70% or 100%, for example.

"With an increased focus by brands on digital video, Moat's technology will help provide transparency into the performance of SpotX's premium video supply," CEO of Moat, Jonah Goodhart, said.

"Being 'always-on' and fully integrated into SpotX's platform will enable Moat to seamlessly scale across a massive amount of video inventory," Goodhart said.

"With Moat's Video Analytics, including metrics beyond viewability, SpotX customers will be able to optimise toward where users are paying the most attention to their videos."

SpotX, the first programmatic video platform and pioneer of real-time bidding for video, is pioneering the ability to manage viewability on campaigns from directly within its platform's ad server.

"While the IAB's current ceiling of 70% guides buyer KPIs, we anticipate that buyer expectations will inch towards 100% in-view guarantees," McMahon added. "We are confident that the tools and transparency offered on SpotX's platform will empower suppliers to meet the heightened expectations."

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 MOAT

Moat is a New York-based SaaS analytics company focused on building products for brand advertisers and premium publishers. Their offerings include Moat Analytics, an attention measurement platform that provides analytics and insights on ad campaigns and website inventory for publishers and advertisers, and Moat Pro, a real-time ad intelligence platform for marketers, publishers, and agencies. Moat is the first company to be accredited by the Media Rating Council (MRC) for its measurement of viewable ad impressions in both online display and video. The company was founded by Jonah Goodhart, Noah Goodhart and Michael Walrath. The serial entrepreneurs had previously partnered together to launch Right Media, which was acquired by Yahoo! in 2007. For more information on Moat, please visit http://www.moat.com.