



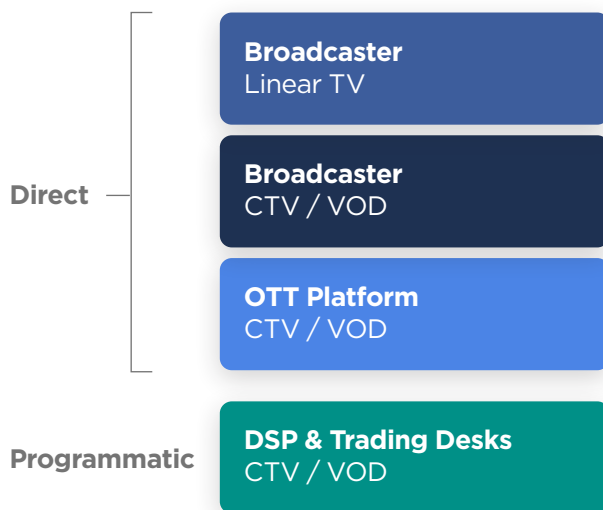
UNIFY YOUR INVESTMENTS

Converge 100% of your premium and programmatic connected TV

Connected TV is the most important audience investment you can make right now. But if you're not combining all your premium direct CTV and programmatic buys in one place, you're missing out on the benefits of a unified media strategy.

CTV planning and measurement with Amobee

Converged planning is the only way media buyers can take full advantage of the scale, targetability, and on-demand flexibility of CTV. Only Amobee can plan, activate, and measure across 100% of your inventory.



Did you know?

- 1 Programmatic does not guarantee that CTV will be premium, and premium is the most desirable source of CTV inventory.
- 2 The majority of premium CTV is typically negotiated upfront and it cannot be planned or bought through programmatic DSP pipes.
- 3 Premium CTV is "current season" original programming that is secondary only to "must-see-TV" premium linear TV.

UNIFY YOUR INVESTMENTS

Whether your CTV is negotiated directly or bought programmatically, unify data, media, and devices with Amobee's converged solutions:

Plan holistically to reach your most valued audiences

Amobee's CTV Allocator provides buyers with the flexibility to combine programmatic and negotiated buys in a single plan. Our CTV solution is fine-tuned to optimize media investments against the entire premium CTV marketplace.

Activate more confidently with TV-digital convergence

TV Amplifier helps inform all of your CTV investments by converging audiences across linear TV, digital, and social channels. In one platform, understand and optimize against the networks and shows that consumers are watching, the commercials they're exposed to, and the content frequently viewed in CTV, social, and digital environments.

Measure user behaviors with greater precision

Amobee 4Screen is the industry's first converged measurement report that allows you to achieve deduplicated reach and frequency across CTV, linear TV, desktop, and mobile. Understand the consumer experience of your campaign across all four screens in a powerful converged measurement tool.

Trusted Amobee Partners



Amobee can help you plan, activate, and measure against the complete pool of CTV inventory to get the most reach and performance from your budget.