

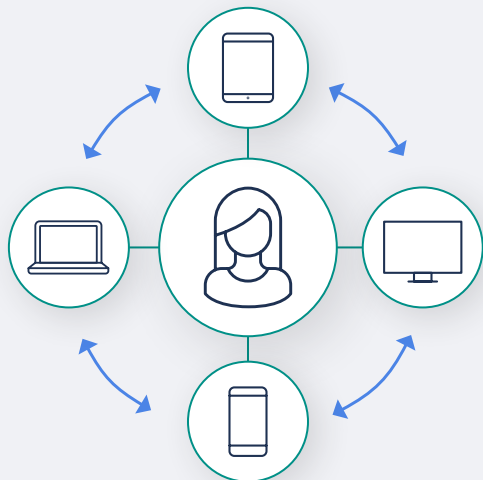
BROADCASTER SOLUTIONS

Amobee helps broadcasters take control and conquer convergence

Today's converged landscape presents unique challenges to broadcasters, who must adapt to shifting consumer behavior with new solutions to help brands reach audiences more effectively.

Delivering better value

Amobee applies data, science, and technology to the top of the marketing funnel to help broadcasters conquer convergence. We help broadcasters sell more inventory, more efficiently, across more screens, and *deliver better value and performance for brands through linear and cross-screen advertising.*



Designed from the ground up

Broadcasters have unique challenges and rely on the following solutions to drive greater efficiency and yield from their inventory:

- **Target creation and forecasting:** Allows broadcasters to go beyond demo targeting that has defined television advertising for more than 50 years.
- **Advanced TV planning:** Build optimally efficient plans that adhere to the constraints and goals of individual advertisers.
- **Inventory yield management:** Optimally allocate demand against their entire portfolio of linear and cross-screen inventory.
- **Cross-channel solutions:** Forecast, package, and sell target audiences with common data across all screens.
- **Workflow automation:** Improve and accelerate the antiquated planning process of linear TV.

Most importantly, our solutions allow broadcasters maintain complete control of their data, avails, and rates. Clients build their own plans, with their own inputs, and negotiate deals directly with advertisers through the linear upfront and scatter markets.