

AMOBEE PREFERRED BUSINESS CHANNEL DEAL LIST

Align your brand with premium content related to business & finance through premium publishers

The Amobee Preferred Library provides instant access to premium content related to business and finance across CTV, OLV and display deals via the Amobee DSP. The Business Channel consists of pre-negotiated supply within premium networks, streaming services, and direct to device.

Benefits to PMP activation

Efficiency

Less manual work and streamlined execution compared to multiple direct buys.

Access

Publishers and ad formats otherwise not available via the open exchange, and 1st party data otherwise not decoupled or available in our data marketplace.

Performance

Access to high performing inventory and valued audiences, improve win rates over open auction, and opportunity to negotiate rates and custom set up.

Transparency and protection against ad fraud

Increase transparency and control of where your ads run and the overall media buying process by associating with trusted publishers.

Stronger publisher relationships

Provides buyers and sellers the opportunity to work closer together to achieve common goals.

Better quality inventory

Publishers have the ability to select more quality supply for PMPs.

Publishers

The New York Times **yahoo!**
finance

FT FINANCIAL
TIMES **TheStreet.**

FORTUNE Inc. **The Economist**

THE WALL STREET JOURNAL | BARRON'S GROUP

Forbes INSIDER yahoo!

Investing Channel **FASTCOMPANY**

The above is a sample list of partners.