AMOBEE

AMOBEE PREMIUM CTV SUPPLY

Discover your at-home audience and tap into relevant inventory sources

The Amobee Preferred Library provides instant access to hundreds of always on connected TV deals via the Amobee DSP. The Amobee Preferred Library consists of pre-negotiated quality CTV 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
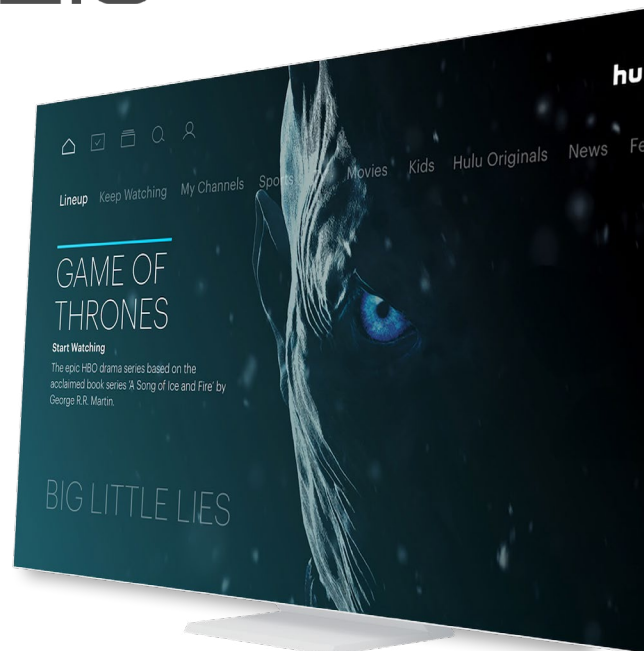Provides buyers and sellers the opportunity to work closer together to achieve common goals.

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

Direct-to-device

• Achieve scale and efficiency by accessing CTV supply directly from a CTV device.

• Floor prices start at $18 for premium CTV supply.

VIZIO

Networks

CBS Interactive · tbs · truTV · FOX · CMT

ESPN · A&E · Discovery CHANNEL · TNT · COMEDY CENTRAL

NBCUniversal · VH1 · AMC NETWORKS · UNIVISION

BET★ · abc · Lifetime · NATIONAL GEOGRAPHIC · FREEFORM

Streaming services

sling · CRACKLE · fuboTV · hulu · XUMO

DIRECTV · SAMSUNG · tubi · peacock AX · Paramount+

philo · twitch · cheddar · CHIVETV · HBOMAX

The above logos are a sample of the available CTV inventory.

Considerations

- **Peacock AX** is available for PG and PMP deals.

- **HBOMax** is currently only available for PG deals. PMP certification is in progress.

- **Paramount+** is only available via a 1:1 deal.

- **Creative approval is required:** All deals require creative approval which will automatically kick off once there is a response to the deal. If the creative is up to spec, it will automatically be pushed live.

- The following are required *for each creative*; if any spec is not met, the *creative will be removed from auction*:
  - Creative Spec Guidelines
  - Mezzanine File required
  - VAST tags only
  - Must follow CALM compliance loudness, average of -24 LKFS +/-2.
  - No AD ID Required
  - Approved ad servers
    - CM360, Extreme Reach, Innovid, and Sizmek