

Programmatic



Get access to all advertising demand

Advertising dollars in TV have typically been spent via direct IO buys, however, there has been and will continue to be a shift to programmatic spend. Programmatic in its simplest terms is the automated buying and selling of media, using data to make decisions.



Addressable Audiences

Programmatic and addressable advertising complement each other as it makes inventory more accessible, transparent, and targeted with the use of data to segment audiences. Programmatic can attract new advertisers, many of whom may not have spent prior budget in TV.



Support programmatic deals

Synamedia Iris enables you to create Private Marketplace and Programmatic Guaranteed deals with buyers using your addressable audiences via Real Time Bidding. PMP and PG accounts for over 90% of programmatic spend in TV and CTV.



Manage all demand holistically

Synamedia Iris enables you to manage all demand, direct sold and programmatic in a single, unified system. By incorporating programmatic into your strategy, you will increase revenues through greater competition.



Better Ad Experience

By managing programmatic demand in Synamedia Iris you will create a better ad experience for viewers. It's a win-win scenario as viewers get personalised ads across your inventory from a greater spectrum of advertisers while you boost your ad business.

You can learn more about Synamedia Iris at www.synamedia.com/iris

