

# Leverage Data and Scale to Maximise Your Targeted Advertising Proposition

Video streaming providers recognise that advertising and data is the industry's key monetisation driver. That's why you and other established broadcasters, FAST channels, direct-to-consumer, and AVOD services focus on leveraging the many benefits that digital advertising brings to the table.

However, as your advertising business has rapidly grown, so has its complexity. Many stakeholders take a cut of your advertising revenue. Solutions you've relied on lack the scale and flexibility to adapt to new market requirements. And your ability to control valuable data – which opens up other opportunities for targeted marketing and personalisation – while maintaining data privacy, is being put to the test.

Synamedia Iris, our targeted advertising solution, can help you capitalise on your advertising potential... and increase your business value.

## Generate More Revenue from Existing and New Inventory

Synamedia Iris transforms the advertising business for content providers, advertisers and consumers.

A cloud SaaS offering, Synamedia Iris lets you manage, target, deliver, and measure campaigns consistently across multiple platforms. Through a single management interface, you can conduct targeted advertising campaigns across many applications and services without complicated and costly overhead. Now you can derive more value from new inventory across all of your video services.

## Control Your Data and Ecosystem

Customer data is the main ingredient of targeted advertising. Synamedia Iris gives you full control over your data and targeted advertising ecosystem to move your business forward... on your terms.

Having control also means you can add key Synamedia enablers such as data insights for better targeting, transcoding and delivery for low latency, and anti-piracy tools for service and identity protection.

## Enhance and Scale Your Advertising Solution

Synamedia Iris is an end-to-end, yet modular solution. With that flexibility, you can deploy the entire offering, or seamlessly integrate individual parts with existing components to boost your advertising infrastructure. Moreover, as your user base grows, you won't have to worry about system performance. Synamedia Iris cost-effectively scales to meet the demands of your biggest live events, while maintaining a seamless viewing experience that keeps your users engaged and happy.

### Highlights

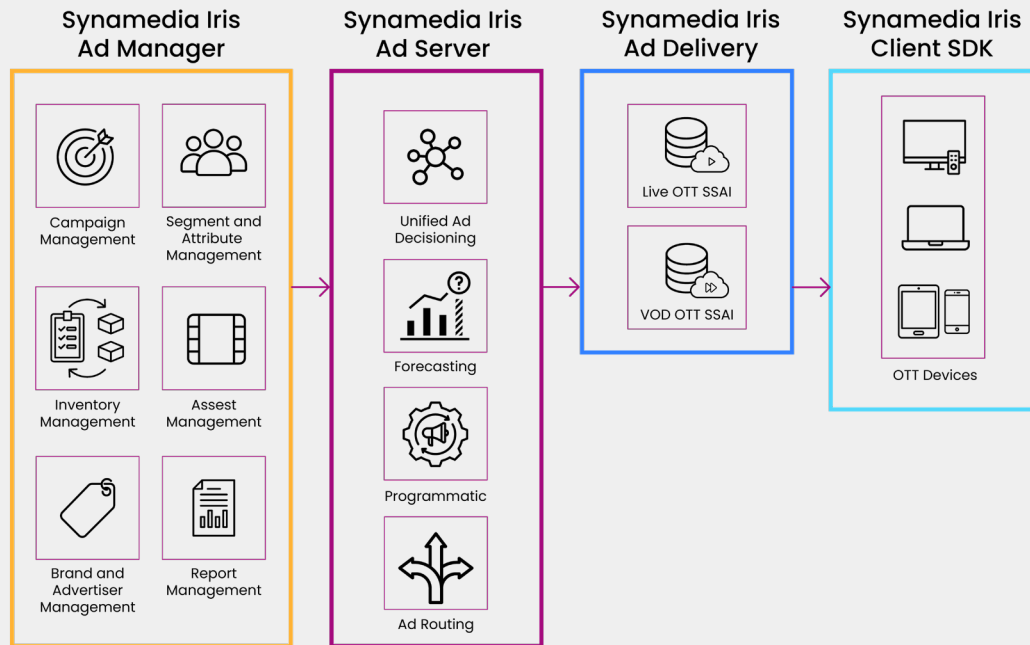
- Unifies your programmatic and direct-sold campaign management and delivery on all screens and inventory
- Leverage audience and contextual data-driven targeting to deliver ads to the right viewers
- Supports scalable delivery for low-latency and high-availability live OTT workflows
- Maximises your ROI with an easily deployable cloud SaaS model and expert services that support and grow your TV business



**Connect  
the right  
audiences**



Synamedia  
**IRIS**



## Features and Benefits



### Generate new revenue opportunities

- Create new ad inventory on live and on-demand TV to boost income
- Cost-effectively scale to handle your biggest live streaming events
- Use first- and third-party data insights to build segments for targeting
- Rapidly deliver new CTV propositions that attract more advertisers



### Offer a single, unified environment across multiple platforms

- Manage programmatic and direct-sold campaigns under one interface to improve your operational efficiency and bottom line
- Support multiple networks, services and screens to broaden your advertising reach
- Provide ad delivery analytics to enable a single trading currency
- Flexibly opt for an end-to-end or modular solution to optimise your existing systems and infrastructure



### Leverage your data and adapt to your market

- Maintain control over your customer data to ensure privacy
- Add only the functionality you need with a flexible, modular architecture that can adapt to your market
- Work with a proven, experienced ad tech partner that will help you maximise your opportunities
- Use TV-focused data analytics for better forecasting of inventory and campaign performance

## About Synamedia's Iris Addressable Advertising Solution

Synamedia Iris is transforming advertising across the video industry. Leveraging groundbreaking technology we developed for the market-proven AdSmart solution, Synamedia Iris offers a unified platform for running programmatic and direct-sold campaigns, managing inventory and assets, and reporting across all screens and networks. Content providers can now leverage data-driven targeting to capture new valuable audiences with relevant ad experiences that generate additional revenue opportunities.

## Next Steps

To learn more about the **Synamedia Iris advertising solution** or to book a demo, **contact us**.