SpotX Partners With Switch Media To Offer Personalised Ads Across OTT

SYDNEY, 3 April, 2018 – SpotX, a global video advertising and monetisation platform, today announced a compatibility with Switch Media, one of the world's leading cloud-based streaming companies, to power server-side ad insertion (SSAI) for personalised advertising across live, sports, events and video on demand (VOD). The solution is part of AdEase, Switch Media's multi-screen, digital product offering.

As viewership on desktop, mobile, and connected TV devices continues to rise, more efficient monetisation opportunities have emerged for broadcasters, enabling them to target viewers with personalised advertising. The SpotX and AdEase compatibility allows broadcasters working with SpotX to take full advantage of Switch Media's AdEase, which improves the user experience and increases engagement by providing one continuous video stream without any buffering during live TV and VOD for uninterrupted viewing. AdEase also protects ad revenue by surpassing most ad blockers. The server-side nature of AdEase is particularly useful around live content where ad delays are often commonplace.

"Delivering targeted ads on live linear OTT feeds for sports and live entertainment can be challenging – especially from a user experience, accuracy and scalability viewpoint; using the traditional methods of inserting mid-roll ads on the client-side causes buffering, latency and can allow the user to block those ads," said Mark Wilson from Switch Media. "This partnership means our broadcast clients, already using our AdEase product, can at any stage decide to deliver targeted ads in real-time via SSAI in a given ad break via the SpotX platform, including live broadcast."

AdEase benefits publishers and advertisers by improving the user experience (allowing for more engaged customers) with on the fly ad insertion during live TV, expanding the number of addressable devices through easy integrations, and by maximising, and protecting ad revenue by surpassing most ad blockers.

"As people consume video across different devices, SSAI provides an opportunity for broadcasters to overlay data and make their inventory more valuable to buyers increasing the yield," said Christopher Blok, Country Manager, SpotX ANZ. "Addressable advertising sits at the forefront of broadcasters' thinking now while server-side ad insertion, particularly for live simulcast, is a critical element for them and we are excited to be able to offer this end-to-end service for broadcasters with Switch Media, a product fit for the total video universe."

About SpotX

SpotX is the leading video ad serving platform providing media owners with monetisation tools for desktop, mobile and connected devices. The platform features modern ad serving and programmatic infrastructure, and other monetisation tools, like solutions for OTT and outstream video ad units. SpotX gives publishers the control, transparency and actionable insights needed to understand buyer behaviour, manage access and pricing, and maximise revenue. The company is headquartered in Denver, Colorado, and has offices in Amsterdam, Belfast, Hamburg, London, Los Angeles, New York, Paris, San Francisco, Stockholm, Singapore, Sydney, and Tokyo. In October 2017, RTL Group, a leader across broadcast, content and digital, completed its 100% acquisition of SpotX. For updates, follow SpotX on Twitter and LinkedIn.

About Switch Media

Switch Media is an Australian company founded in 2006 that is a world leader in delivering online video content for organisations from broadcasters through to government. Its services include content management platforms, app development, and dynamic ad insertion, through to the delivery of video to end users across multiple devices. Its Australian designed and developed video content management solution, coupled with world class technical teams, means Switch can deliver tailored solutions to its clients - anytime, anywhere, on any device.

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