

Increase Your Advertising Value Across Multiple Screens and Platforms

When it comes to advertising, video service providers belong to one of two groups: those that want to introduce advertising and those that already advertise but want to make more money doing so. For broadcast TV, OTT and hybrid providers looking to win big in today's multi-device, multi-platform environment, adopting a "spray and pray" advertising approach does not bring a return on investment.

You need a solution that increases the value of your existing inventory **and** generates new revenue opportunities consistently across **all** services, devices and screens. One that combines the brand-building power of TV with the data-driven precision of digital... and zero service disruption.

Iris, Synamedia's addressable advertising solution, is the answer.

Generate Revenue from New and Existing Inventory

Iris transforms advertising across the video industry – for broadcasters, services providers, advertisers and consumers.

Iris provides a single environment for managing, delivering and measuring inventory consistently to multiple screens and devices, overcoming one-way and hybrid broadcast/OTT challenges. With Iris' unified campaign management interface, you can target advertising across all applications and services without adding exponential cost. And you can generate additional revenue from new inventory, including VOD and catch-up TV.

Iris harnesses multiple data sources to give you deeper insight into your audience. This enables you to operate more efficiently, while delivering a more relevant user experience and improving advertising performance.

Iris is at the heart of the addressable advertising ecosystem – from decisioning, through delivery and insertion, to measurement – strengthening your market position and bottom line.

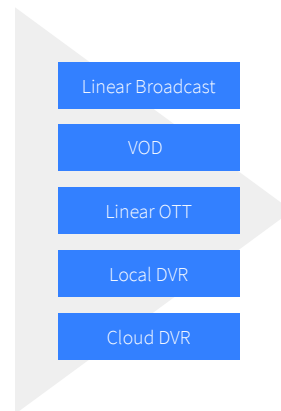
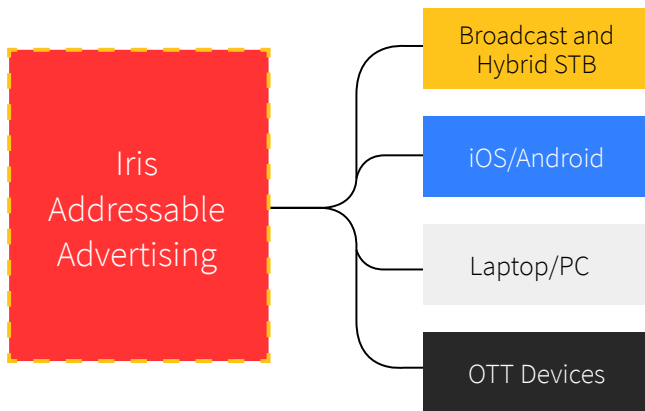
Highlights

- Delivers advertising across all networks – broadcast, IP, OTT and hybrid – from a single platform
- Offers unified advertising management and delivery to realize new inventory
- Reverses advertising revenue decline by creating new opportunities
- Manages all delivery channels from a single interface to maximize operational efficiency



Do you
know what
they want?

Advertising. Driven by Insight.



Features and Benefits



Offer a single, unified solution across multiple platforms

- Support multiple networks, services and screens to broaden your advertising reach
- Provide cross-platform ad delivery analytics to enable single trading currency, regardless of device
- Manage myriad campaigns from a single interface to improve your operational efficiency
- Enable unified campaign management to ensure cost-effective advertising across all applications without adding exponential cost



Generate new revenue opportunities

- Consistently trade and measure inventory to maximize value
- Bring innovative solutions to your advertising base to reverse revenue decline
- Open up new ad inventory in additional and existing services, including live, linear and catch-up TV, to boost income



Enhance viewer satisfaction

- Implement addressability based on household, device and user profiles to deliver a more relevant viewing experience
- Increase your audience knowledge to deliver more pertinent messaging
- Improve both new and existing advertisement performance through features such as capping to increase audience engagement

About Synamedia's Iris Addressable Advertising Solution

Synamedia's addressable advertising solution, Iris, offers a unique management, delivery and measurement mechanism that is transforming advertising across the video industry. Iris solves the challenges of hybrid broadcast/OTT advertising requirements to generate new opportunities and value, increase operational efficiency, and improve the user experience to boost business.

Next Steps

For more information about Iris or to book a demo, [contact us](#).