

Maximise Your Ad Inventory with Multi-Platform Addressable Campaigns

For pay TV operators, broadcasters and streaming providers looking to win big in today's multi-platform environment, adopting a "spray and pray" advertising approach does not deliver the audience engagement that advertisers are looking for.

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

Synamedia Iris, Synamedia's addressable advertising solution, can help you maximise your advertising potential.

Generate More Revenue from New and Existing Inventory

Synamedia Iris transforms advertising across the video industry – whether you are a video service provider, advertiser or consumer.

A cloud SaaS offering, Synamedia Iris is a unique solution because it lets you manage, target, deliver, and measure campaigns consistently across multiple platforms, including one-way and hybrid broadcast devices. Its unified campaign management interface empowers you to target advertising across all applications and services without complicated and costly overhead. Now you can generate additional revenue from new inventory across **all** of your video services.

Get More Bang for Your Advertising Buck

Synamedia Iris leverages data-driven segmentation so you can target audiences more precisely, improving viewer engagement and recall while reducing ad wastage. By delivering the right ads to the right audience at the right time, you can increase the value of your inventory while enhancing viewer satisfaction.

At the heart of the addressable advertising ecosystem – from management and decisioning, through delivery and insertion, to measurement – 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 enhance your advertising infrastructure.

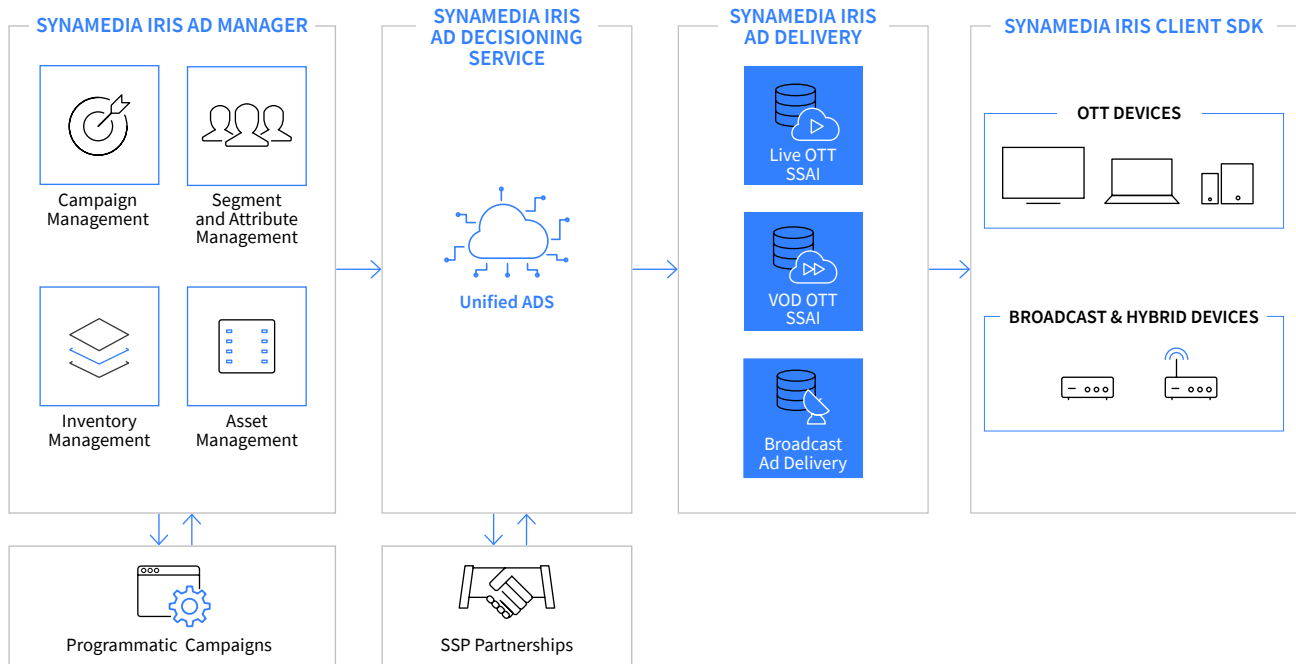
Highlights

- Reaches highly targeted audiences across all platforms
- Unifies your campaign management and delivery for all inventory and devices
- Measures campaign effectiveness at digital levels
- Drives incremental revenue through stronger ad yields and performance
- Reduces your operational costs by working with a single interface



Deliver the
right ads
to the right
people

Synamedia Iris



Features and Benefits



Offer a single, unified environment across multiple platforms

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



Generate new revenue opportunities

- Consistently trade and measure inventory to maximise value
- Create new ad inventory on live and on-demand TV to boost income
- Use first- and third-party data to build audiences and segments
- Work with all settops, with or without disk storage, to expand your addressable footprint



Enhance viewer satisfaction

- Leverage content consumption data to deliver relevant ads that match your viewers' habits and preferences
- Seamlessly switch between content and ads regardless of device to maintain high quality of experience
- Consistently apply policies such as capping and pacing to avoid ad fatigue

About Synamedia 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 consistent campaigns, managing inventory and assets, and reporting across broadcast and OTT networks. Service providers can now expand their addressable footprint across multiple devices and platforms to capture new valuable audiences with relevant ad experiences that generate additional revenue opportunities.

Next Steps

To learn more about Synamedia Iris multi-platform addressable advertising or to book a demo, [contact us](#).