

# Unify your targeted ad campaigns for greater reach and higher yields

For pay TV operators, broadcasters and streaming video providers, advertising has become more and more complex, typically requiring diverse ad technologies, workflows, and platforms built up over time. However, this leads to a siloed approach that is not only inefficient, but results in wasted inventory and lower yields.

The Synamedia Iris advertising solution was designed from the ground up to bring the best of the linear and digital worlds together so you can maximise your advertising potential. With Synamedia Iris, you can combine the premium engagement of TV with the data-driven precision of digital with less effort, consistent execution, and better results.

## Generate More Revenue from Targeted Inventory

As a video provider, not only do you have the means of delivering premium TV inventory, but you also have direct access to key customer segments that advertisers would love to reach.

Using Synamedia Iris to enable addressable and contextual targeting on your inventory will let you and your content partners sell new offers to a wider range of global and local advertisers, without the hassle of siloed inventory.

By increasing your reach while reducing ad wastage, Synamedia Iris can help you deliver on your campaign goals on all screens more effectively while generating additional revenue through higher rates and improved yields.

## Move toward Convergence

A unified solution generates benefits beyond just operational efficiency. Synamedia Iris unifies identity, targeting, clash management, inventory rules, delivery parameters, and reporting in a single management layer for consistent campaign execution on all screens.

Measurement and reporting is more reliable as well, and as a result, you can better forecast inventory and demand while driving to a single trading currency.

With Synamedia Iris, you can optimise campaigns on-the-fly to ensure that you maximise your revenue across direct and programmatic campaigns and spot or break replacement opportunities.

## Highlights

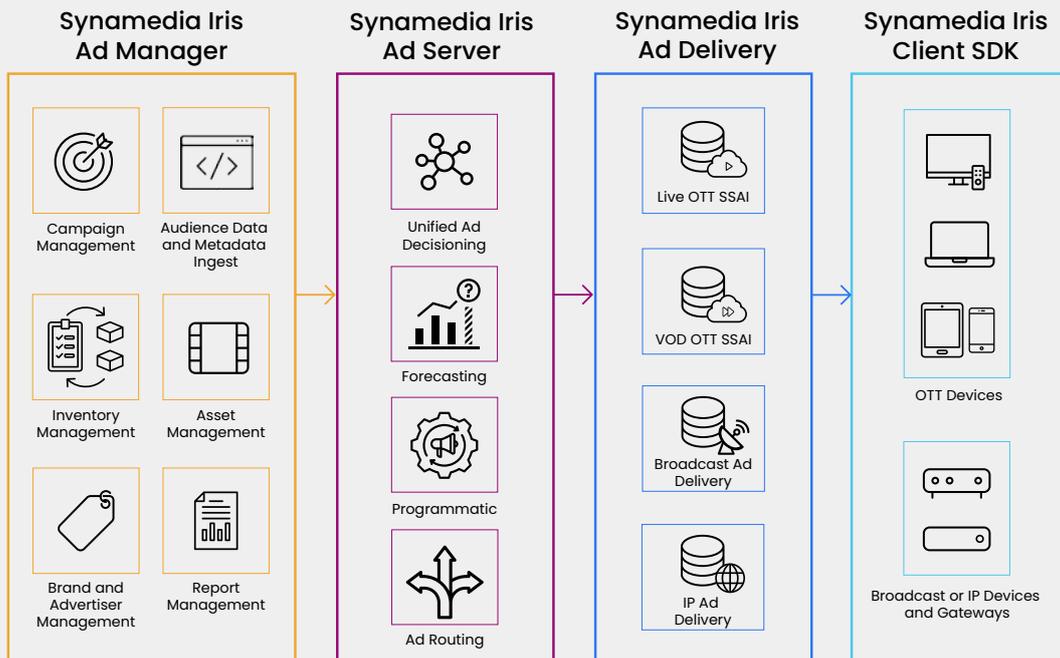
- Unifies your campaign management on all screens for better performance and forecasting
- Leverages data-driven targeting to deliver ads to the right audience and situation
- Measures impressions and viewership at digital levels
- Drives incremental revenue with higher ad yields and new targeted offers
- Reduces your operational overhead with a single interface for configuration and reporting



*Connect  
the right  
audiences*



Synamedia  
**IRIS**



## Features and Benefits



### Offer a single, unified environment across streaming and broadcast devices

- Manage programmatic and direct campaigns under one interface to improve campaign performance and yields
- Deliver data-driven, targeted ads based on audience segment, location, device, channel, or contextual programme information
- Provide cross-platform ad delivery analytics to enable reporting and forecasting across all devices



### Enhance your existing ad ecosystem

- Add seamless functionality with a flexible, modular, and API-driven solution
- Extend your addressable reach to broadcast devices or route targeted demand to third-party ad servers
- Integrate the lightweight client on any device or player for consistent and reliable reporting



### Deliver a flawless viewing experience at scale

- Scale ad decisioning and delivery to meet the demands of popular live events with cloud SaaS speed and agility
- Preserve video quality with no black screens, tuning latency, or buffering, regardless of delivery or device
- Apply delivery policies consistently, such as capping and pacing, avoiding ad fatigue and wastage

## About Synamedia Iris advertising solutions

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 managing campaigns, targeting, assets, and reporting across linear and digital inventory.

Video providers can now expand their addressable footprint across all device types and platforms 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.**