

ASX Announcement

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Adslot Announce Integration with Integral Ad Science, Global Leader in Ad Quality Measurement

- **Adslot integrate Symphony with Integral Ad Science (IAS)**
- **Symphony-IAS integration automates the reporting of ad viewability for media agencies using Symphony**
- **IAS are a global industry leader in ad quality measurement**

(SYDNEY) Adslot, the leading global innovator of digital media workflow and trading technology, today announced the release of an integration between Symphony and Integral Ad Science (IAS). IAS is a US based, industry leading provider of ad quality measurement technology, including ad viewability and ad fraud.

The integration of Symphony and IAS will allow a media buyer to see viewability metrics (meaning the % of ad impressions that were physically displayed in a users browser) within the Symphony platform. Importantly, the integration will make IAS viewability data available for every line item in the media schedule. This level of granularity allows an agency to assess the percentage of ad impressions that were viewed (and not viewed) for each constituent ad placement across an entire media schedule.

“The Symphony-IAS integration is a significant development for Symphony and for our agency clients”, said Adslot CEO, Ian Lowe.

“Media agencies are becoming increasingly reliant on viewability data to assess campaign performance, and in many cases to determine which impressions they are and aren’t willing to pay for. It will also allow an agency to align advertising budget with higher performing ad placements while the campaign is still live.

And not only can we now present critical viewability data to the buyer within Symphony for the purposes of auditing and campaign optimization, but over time we can aggregate this data to provide insights to assist media planners to better understand the level of viewability they can expect for future campaigns. This becomes enormously powerful in combination with our Automated Guaranteed trading capabilities – also integrated into Symphony – and vastly improves the quality of the media planning and buying process”, said Lowe.

Adslot.

James Diamond, Managing Director of Integral Ad Science ANZ said; “advertisers, agencies and publishers recognise the importance of being able to quantify which ad impressions are viewable and which are not. Viewability data is fast becoming a currency in itself, and so while the release of our integration with Symphony automates the generation and reporting of this data, presenting it within Symphony also means the agency can optimise a campaign based on what the data is telling them.

Making the viewability data available in the same platform that handles optimisations makes a great deal of sense for both Adslot and IAS, and is the basis of a value creating partnership.”

Adslot confirmed the Symphony-IAS integration automates:

- the extraction of IAS data and it’s presentation within Symphony, and
- insertion of the IAS tracking tag into adservers used by the agency to track campaign performance (such as Doubleclick for Advertisers)

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About Adslot

Adslot’s mission is to automate the trading of forward guaranteed display advertising, referred to as automated guaranteed. Our leading technology is a purpose built, global media trading platform. Adslot benefits a global community of media buyers and sellers, including media agencies, publishers and advertisers, by providing trading efficiencies and effectiveness made possible only via technology, and by doing so the basis on which the \$50B online display industry will realise its full growth potential.

Adslot is a global organisation with operations in North America, Europe and Asia Pacific and is headquartered in Australia.

About Integral Ad Science (IAS)

Integral Ad Science (IAS) is a global technology and data company that builds verification, optimization, and analytics solutions to empower the advertising industry to effectively influence consumers everywhere, on every device. We solve the most pressing problems for brands, agencies, publishers, and technology companies by verifying that every impression has the opportunity to be effective, optimizing towards opportunities to consistently improve results, and analyzing digital’s impact on consumer actions. Built on data science and engineering, IAS is headquartered in New York with global operations in twelve countries. Our growth and innovation have been recognized in Inc. 500, Crain’s Fast 50, Forbes America’s Most Promising Companies, and I-COM’s Smart Data Marketing Technology Company.