

ASX Announcement

Thursday 22 December 2016

Adslot Launches Video Advertising via Symphony

- **Adslot releases major enhancements to Adslot-Symphony integration, including video advertising**
- **Video inventory already accessible within Adslot is now accessible within Symphony**
- **Video advertising is one of the fastest growing segments within the global display ad market**

(SYDNEY) Adslot, the leading global innovator of digital media workflow and trading technology, today announced the release of video ad formats as a fully integrated capability within the Adslot/Symphony integration.

The release of video will allow agencies using Symphony direct access to video inventory across the catalogue of Adslot premium publishers. Agency clients can now purchase video inventory directly within Symphony, all in a few clicks.

"Adslot's trading platform has long supported video ad formats, and we have seen a strong lift in the trading of these ad formats via Adslot in recent months", said Adslot CEO Ian Lowe.

"This enhancement now makes this same video inventory available to our growing agency client base within Symphony, and is part of an ongoing program of enhancements to the Adslot/Symphony integration."

Ad spend on digital video has increased 114% since 2014¹, and is one of the primary growth drivers of the global USD\$77b display advertising market. Digital video ad spend in the US market alone is forecast to reach USD\$14.38 billion by 2019 (up from USD\$7.77 billion in 2015)

Simon Ryan, CEO of Carat Australia/NZ, recently stated in an interview with AdNews, "Digital display is the rising star driven substantially by online video, programmatic and mobile. With cross-device measurement tools becoming more sophisticated and access to premium content increasingly available, greater investments from linear TV budgets are being allocated to digital screens."

Recent research by ExchangeWire² has also revealed that more than 90% of media professionals believe video advertising will overtake static ads in terms of media spend within the next five years.

ExchangeWire's research also found that 42% of media owners and 36% of media buyers predicted that this transition will happen within the next two years.

Features of the Adslot/Symphony video integration include:

- Access to pre-roll and post-roll video advertising inventory on desktop, tablet and mobile
- Real-time availability checks via direct access to Publisher ad server
- Capability to combine video with other ad formats to create multi-format packages
- Real-time campaign optimisation

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¹ IAB.com

² TheDrum.com

Adslot.

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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.