

ASX Announcement

4 December 2020

## Adslot Media grows Connected TV inventory

Adslot Ltd (ASX:ADS) is pleased to announce that it has executed agreements that mark a significant increase in the availability of Connected TV (CTV) inventory on the *Adslot Media* Programmatic Guaranteed platform.

Connected TV refers to the provision of TV-based services via the internet and includes Smart TVs and OTT (Over-The-Top) devices. It is estimated that more than 80% of US households have a CTV device<sup>1</sup> and that advertising via CTV is anticipated to increase by 82%<sup>2</sup> by 2023, with an estimated US ad spend of US\$14B<sup>3</sup>.

In the past three days, the Company has executed agreements with the following CTV publishers and agencies:

- *Addressable Media*, an independent, US-based media agency that connects leading brands with premium inventory such as video, CTV and OTT; and,
- *Glewed TV*, a leading video on demand (VOD) discovery, distribution and monetisation management platform for original and professionally produced video content.

Adslot's CEO, Ben Dixon said "We are delighted to bring these prominent buyers and sellers of Connected TV inventory to our platform. These new players complement existing premium publishers who are increasingly offering CTV inventory for sale via the *Adslot Media* marketplace. The increased adoption of CTV will be a significant driver of growth in digital advertising in coming years and Adslot is committed to ensuring this inventory can be easily and efficiently traded by buyers and sellers on the *Adslot Media* platform."

### References:

1. "Connected TV Device Ownership Continues to Rise", Wayne Friedman, 8 June 2020, *MediaPost* (mediapost.com)
2. "Connected TV households set to grow to 82% by 2023", John Glenday, 24 January 2020, *The Drum* (thedrum.com)
3. "Connected TV ad spend in the U.S. 2019-2023", A. Guttman, 10 June 2020, *statista* (statista.com)

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# Adslot.

## 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 \$80B online display advertising 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.