

## **Switch Media Partners with Telaria to enable more addressable advertising for OTT streamed content**

**SYDNEY, 28 November 2018:** Advertisers will be able to target more addressable advertising to audiences across Video on Demand streaming services, following an upgrade of Switch Media's AdEase platform to be interoperable with video advertising management software Telaria.

The move by one of the world's leading cloud-based streaming technology companies to include interoperability with the Telaria software platform into its AdEase product creates market-leading capabilities that enable publishers to offer advertisers a seamless and addressable ad offering across IP-based Set Top Boxes.

AdEase benefits publishers and advertisers by improving the user experience and allowing for more engaged customers, with individual or household targeted ad insertion for on-demand. The AdEase solution is expanding the number of addressable opportunities through easy integrations, and by maximising, and protecting ad revenue by surpassing most ad blockers.

Switch Media's Product lead for AdEase, Tim Armstrong, said the move would open up new opportunities for streaming services to be able to monetise their offering effectively and as a result see the streaming market take the next step in its evolution.

"In addition to seeking innovative ways of monetising their audiences across Connected TV's, content providers must provide advertisers with more data-rich and automated ways to connect their brands with consumers," said Mr Armstrong who has more than 11-years-experience in digital advertising.

"Delivering seamless server-side targeted mid-roll ads on Connected TV's has been a challenge or restricted by legacy workflows, yet at the same time as advertisers, content providers and, most importantly, users continue to demand more.

"Using the traditional methods of inserting mid-roll ads client-side creates an undesirable ad experience and we've also seen a lot of TV's simply unable to cope.

"This partnership sees technology improve the user experience and drive more verified targeting. Content owners can now provide more opportunities for advertisers to target and capture audiences consuming content at their convenience on the big screen."

The collaboration allows 100% programmatically traded video enabled by Switch's latest solution for IP enabled set-top boxes.

Juliette Stead, VP of APAC for Telaria, said this was an exciting step forward for the future of streaming.

“We’ve reached an exciting inflection point in advertising where Broadcaster Video On Demand (BVOD) – in particular Connected TV’s - has given us the ability to layer advanced targeting and enhanced optimisation for advertisers in an engaging and premium TV environment,” Mrs. Stead said.

“Content creators have to be at the cutting edge of improving their monetisation capabilities while preserving and improving the viewing experiences audiences are accustomed to.

“Our partnership with Switch Media meets those needs and we’re excited to continue creating success for content providers and optimum viewing experiences for audiences across BVOD – especially Connected TV’s.”

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**About Switch Media:** Founded in 2006, Switch Media is a world leader in delivering online video content for a diverse range of industries, from broadcasters and content providers, through to educational institutions and government. Utilising its multi-screen video platform, Media Manager, coupled with a world-class technical team, Switch Media deliver OTT video solutions for a superior Live and Catch-Up viewing experience – anywhere, anytime, on any device. Its services include content editing platforms, app development, tools to monetise content, through to the delivery of video to end users across multiple devices. [www.switch.tv](http://www.switch.tv)

**About Telaria:** Telaria Inc. (NYSE: TLRA), is a complete software platform to manage premium video advertising. We engineer the most robust suite of analytics, automated decisioning, and integrated programmatic and direct monetization tools in the industry. Global publishers require total command of their business; Telaria's independent solution empowers unbiased decisions for the best revenue outcomes. Telaria operates out of 13 offices worldwide across North America, EMEA, LATAM and APAC. [www.telaria.com](http://www.telaria.com)