

## Bolster your ad sales strategy on Free Ad Supported Streaming TV (FAST) with unintrusive & contextual ads

### ▶ Confidently solve the FAST ad conundrum!

Lower ad loads is the biggest highlight of FAST platforms. But with advertisers diverting large chunks of their ad spend to these platforms, how do you manage the ad supply? **How do you balance low ad loads with your goal of increased ad revenues? It's simple.**

### Embrace new win-win-win ad formats

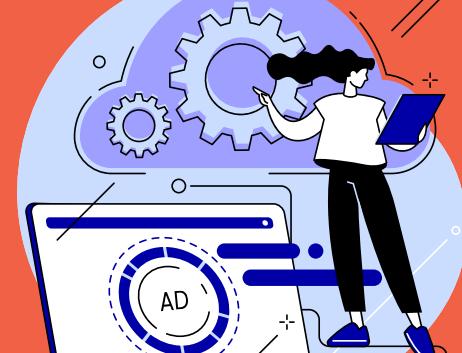
- ▶ Dynamic Brand Insertion (DBI)
- ▶ Graphics overlays ads
- ▶ Contextual video ads

### ▶ Dynamic Brand Insertion (DBI)

Monetize your content without interrupting your audiences' viewing experience

#### 01. Brand insertion

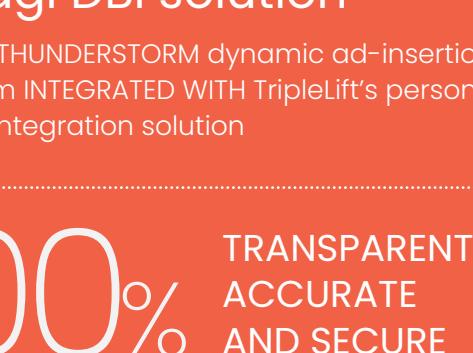
Create 2D ads composited into the scene



Insert ad creatives in real-world objects within the stream

#### 02 Product insertion

Add 3D products composited into the scene



Place real world objects & products not originally present in the stream

Show different sets of brands to different audiences based on their demographics & preferences

### Amagi DBI solution

Amagi THUNDERSTORM dynamic ad-insertion platform INTEGRATED WITH TripleLift's personalized brand integration solution

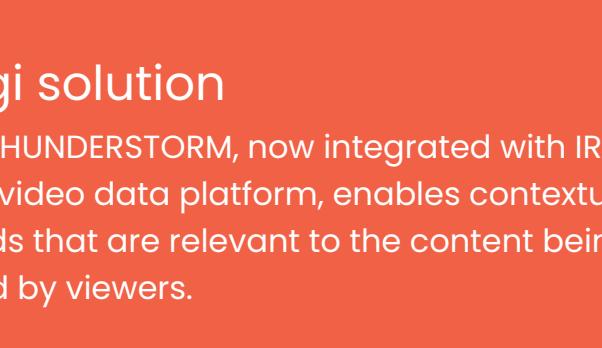
**100%** TRANSPARENT ACCURATE AND SECURE

### ▶ Graphics overlays

Display static or graphics ads in the lower third intuitively –based on the video content

#### Amagi graphics overlays solution

Unique server-side stitched graphics ads solution that helps deliver graphics overlays ads – at scale

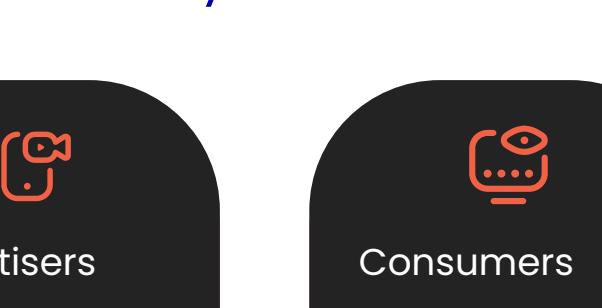


### ▶ Contextual video ads

Optimally sell video inventory with additional metadata layer of in-video context

Provide contextually-aligned programming at scale to advertisers

Delight audiences with meaningful & relevant ads



### Amagi solution

Amagi THUNDERSTORM, now integrated with IRIS.TV, leading video data platform, enables contextual video ads that are relevant to the content being watched by viewers.



**What's in it for everyone?**



#### Content owners

- ▶ Better ad conversions
- ▶ Effective content monetization



#### Advertisers

- ▶ Better brand recall
- ▶ Greater audience engagement



#### Consumers

- ▶ No additional ad breaks
- ▶ Uninterrupted viewing experience

**Unlock new content monetization opportunities and generate better ROI with Amagi**