

## Connect with Extreme Reach

Mediaocean has partnered with Extreme Reach to provide a seamless connection between TV media teams and creative and trafficking teams to ensure timely delivery of ads, according to the technical specs of each broadcaster. Through this exclusive partnership, advertisers and agencies can leverage automation that eliminates duplication of data entry and reduces the delays and potential for error that are inherent in manual workflow. The media buying and trafficking functions of Mediaocean are linked with the asset management, ad delivery and Talent & Rights management capabilities of Extreme Reach.

Mediaocean's Connect Partner Platform brings together the largest advertising agencies in the world with the latest tools and technologies designed to support them. Through Connect, agencies can discover, customize, and access a complete ecosystem of advertising inventory suppliers, data providers, ad servers, and third-party technologies to help deliver their advertising messages directly to a changing audience, wherever they are.

### 1.

Extreme Reach offers the only enterprise platform that integrates workflow for every step in the lifecycle of a TV or video ad.

### 2.

Extreme Reach's Ad Cloud is the most comprehensive repository of video advertising assets in the industry and home to the vast majority of all TV and Video brand ads. These ads live with all their associated Talent & Rights information so there's never a question about where, when and for how long they can play.

### 3.

From one central, quality controlled location, video ads are seamlessly formatted and served to any screen on any device with robust reporting and analytics built in. Whether the media plan calls for Linear TV, Video, Programmatic Video, Programmatic TV, VOD, OTT or all of the above, our Ad Cloud deploys creative at the speed of media and in compliance with all associated rights.

### WHAT PLATFORM IS EXTREME REACH AVAILABLE ON?

Extreme Reach will be available within Spectra OX/DS, and Prisma.

### WHAT ARE THE BENEFITS OF UTILIZING THE PARTNER THROUGH THE PLATFORM?

This exclusive partnership is a tech-to-tech integration that brings widespread benefit to the advertising industry.

- Seamlessly links media buying of TV and Video ads to campaign execution, closing informational and operational gaps between media and trafficking teams
- Provides immediate solutions for customers of both companies
- One-time data entry saves time and eliminates duplicative steps in error-prone manual workflow
- Traffic, Ad Delivery and Ad Serving are now fully connected to media plans for TV and Video
- Enables streamlined processing of Talent payments in the Extreme Reach platform based on traffic data from Mediaocean.

### HOW DO I GET STARTED?

- Please contact your Mediaocean account manager to get started today.
- For more information, please visit [www.extremereach.com](http://www.extremereach.com)

