

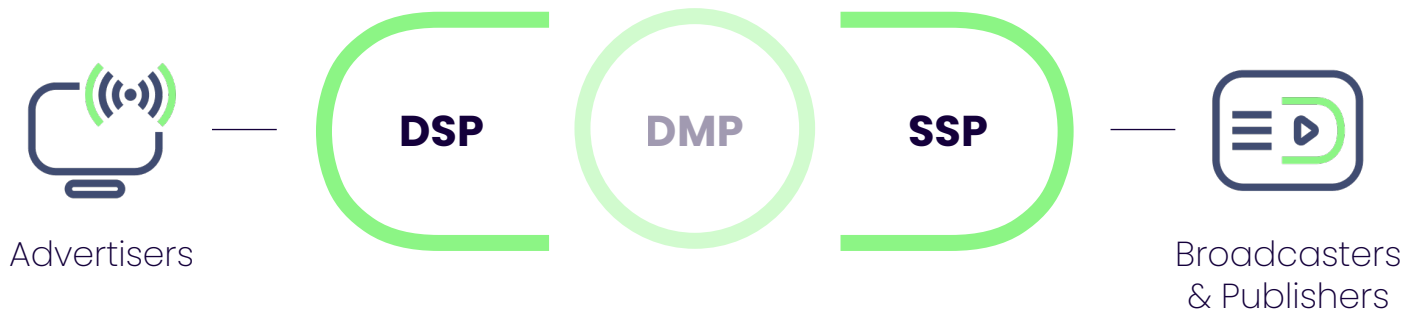
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In today's highly fragmented ecosystem, growing tech fees and data loss continue to be a challenge for marketers, especially when activating through independent platforms.

One platform. **Endless opportunities.**

Nexxen is the flexible, unified platform that helps empower durable growth across the media supply chain. With priority focus and investment on our true full-stack solution and streaming DNA core, Nexxen can uniquely deliver success for you.



Our value to you



INCREMENTAL PERFORMANCE

NEXXEN DISCOVERY: Real-time insights to identify and activate new audiences

NEXXEN STUDIO: Creative solutions that make your creative work harder

TV AUDIENCES: Drive incremental reach using our unique blend of TV viewership data

IN-FLIGHT OPTIMIZATION: Optimize online campaigns with offline data in real-time for improved results

ATTENTION: Increase brand performance with attention optimization

CROSS-PLATFORM REPORTING: Tie ad exposures to actions with cross-platform reach and frequency reporting



GREATER PRICE & OPERATIONAL EFFICIENCY

TV MARKETPLACE*: Turnkey deal customization and activation in one single, streamlined location

INTEGRATED DSP + SSP: Lower tech fees = more working media

CENTRALIZED DMP: Flexible audience activation with higher match rates

OMNICHANNEL DSP: User-friendly platform designed for full-funnel performance

GHOST BIDDING: Stop wasting money on PSA ad impressions and measure lift more effectively

**coming soon*



EXCEPTIONAL SERVICE

Nexxen provides unparalleled customer service support including flexible, dedicated client, account, project and data solutions teams. These teams seek to provide maximum value to you, helping to optimize, deliver insights, customize reporting and troubleshoot.

For more information, please reach out to your Nexxen representative.

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