



Nexxen's Exclusive Automatic Content Recognition Data is Now Available on The Trade Desk

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Nexxen will provide self-service TV data through The Trade Desk for the first time in the U.K. and Canada, enabling more efficient media investment across the premium internet

NEW YORK, Aug. 21, 2024 (GLOBE NEWSWIRE) -- Nexxen, a global, flexible advertising technology platform with deep expertise in data and advanced TV, today announced a strategic data partnership with The Trade Desk. Providing The Trade Desk's advertisers access to automatic content recognition ("ACR") data segments – available exclusively from Nexxen – this integration offers clients advanced cross-channel and cross-device targeting capabilities, for more efficient media investment across the premium, open internet.

ACR data, broadly held within and fragmented among walled gardens, helps solve CTV's biggest challenges, like advertising over-saturation and fragmented targeting. Nexxen's ACR data segments allow advertisers to achieve incremental reach with TV-viewing audiences, controlled frequency and competitive conquesting.

Spanning both linear and streaming, Nexxen's ACR data segments are directly available on The Trade Desk's platform for activation as its first self-service TV data provider in the U.K. and Canada, as well as in the U.S. and Australia. The data segments are categorized by genres, networks, programs and brand-level ad exposure, offering more holistic and comprehensive TV-viewing data.

"We've long understood and appreciated the ways in which ACR data can empower advertisers to better understand their audiences' TV viewership patterns and inform their cross-platform investments," said Karim Rayes, Chief Product Officer at Nexxen. "Ultimately, we want to ensure these advertisers have access to the richest, most relevant data available and the flexibility to activate that data across the premium, open internet – which is exactly what this partnership with The Trade Desk brings to market."

"Brands need to think about TV media buying in a holistic manner that combines both their linear and CTV plans," said Ben Sylvan, VP of Data Partnerships at The Trade Desk. "Nexxen's ACR data can empower advertisers to better understand their audience across platforms and devices, so they can aim to efficiently invest their media budgets to provide consumers with a premium ad experience."

About Nexxen

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize data and advanced TV in the ways that are most meaningful to them. Our flexible and unified technology stack comprises a demand-side platform ("DSP") and supply-side platform ("SSP"), with the Nexxen Data Platform at its core. With streaming in our DNA, Nexxen's robust capabilities span discovery, planning, activation, monetization, measurement and optimization – available individually or in combination – all designed to enable our partners to reach their goals, no matter how far-reaching or hyper niche they may be.

Nexxen is headquartered in Israel and maintains offices throughout the United States, Canada, Europe and Asia-Pacific, and is traded on the London Stock Exchange (AIM: NEXN) and NASDAQ (NEXN). For more information, visit www.nexxen.com.

About The Trade Desk

The Trade Desk™ is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and enterprise APIs enable custom development on top of the platform. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific. To learn more, visit thetradedesk.com or follow us on Facebook, Twitter, LinkedIn and YouTube.

Forward Looking Statements

This press release contains forward-looking statements, including forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements are identified by words such as "anticipates," "believes," "expects," "intends," "may," "can," "will," "estimates," and other similar expressions. However, these words are not the only way Nexxen identifies forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding the benefits associated with any Nexxen partnership (including with The Trade Desk), Nexxen's products and platforms including the Nexxen cross-screen measurement tools, Data Platform and CTV offering. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors that may cause Nexxen's actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements, including, but not limited to, the following: negative global economic conditions; global conflicts and war, including the current terrorist attacks by Hamas, and the war and hostilities between Israel and Hamas and Israel and Hezbollah, and how those conditions may adversely impact Nexxen's business, customers, and the markets in which Nexxen competes. Nexxen cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in the Company's most recent Annual Report on Form 20-F, filed with the U.S. Securities and Exchange Commission (www.sec.gov) on March 6, 2024. Any forward-looking statements made by Nexxen in this press release speak only as of the date of this press release, and Nexxen does not intend to update these forward-looking statements after the date of this press release, except as required by law.

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partnership.

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