



Nexxen Launches Nexxen U, a First-of-its-Kind Education Program for Linear, Connected TV and Digital Convergence

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Courses taught by programmatic experts from KINNESSO, LG Ad Solutions, Tinuiti, Philo and H/L, among others

The program's Honors Council brings together rising industry thought leaders for collaboration and value creation across the supply chain

NEW YORK, Jan. 06, 2025 (GLOBE NEWSWIRE) -- Nexxen, a global, flexible advertising technology platform with deep expertise in data and advanced TV, today announced the launch of [Nexxen U](#), a first-of-its-kind, global education program for linear, Connected TV ("CTV") and digital convergence, taught by buy- and sell-side industry experts from KINNESSO, LG Ad Solutions, Tinuiti, Philo and H/L, among others.

An additional component of the program is an Honors Council comprised of rising industry thought leaders spanning agencies, brands, publishers, platforms and broadcasters including KINNESSO, Tinuiti, Assembly, Philo and H/L. The council aims to forge cross-marketplace connections and shape Nexxen's product roadmap to create unique value for clients throughout the company's end-to-end platform.

In 2024, Nexxen surveyed CTV and digital buyers and found that, despite being increasingly tasked with planning programmatic holistically across linear, CTV and digital, 56% of buyers feel they have little-to-no knowledge of the programmatic linear component, inclusive of addressable and data-driven linear. Only 37% feel "very comfortable" in putting together a programmatic linear, CTV and digital video plan. Strikingly, 48% say they are able to devote only one hour or less a week to learning.

Nexxen U's designed outcomes for students range from a confident ability in building cross-channel media plans that address identity, media waste and measurement challenges to an intermediate-level understanding of the industry's current state, including challenges, opportunities and solutions for advertisers, as well as the sell-side perspective. The courses are complemented by exclusive research reports, playbooks, SME interviews and webinars.

"Finding the right resources to learn about converged linear, streaming and digital is as fragmented as the media space itself. With so many of our buyers focused on linear and CTV, we saw the opportunity to build an accessible, centralized digital destination that empowers buyers to master converged media for their campaigns," said Kara Puccinelli, Chief Customer Officer, Nexxen.

"Holistic campaigns are critical for scalable, audience-centric reach customized to viewer behavior, but this comes with inherent complexities," said Peter Parisi, VP of Addressable Strategy & Activation, KINNESSO. "KINNESSO is committed to simplifying and unifying our clients' media, data and measurement — and having an education-focused partner like Nexxen enables us to do just that while moving the industry forward."

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 achieve 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.

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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 Nexxen and Nexxen U and any benefits or insights associated with Nexxen U as well as any benefits associated with any of Nexxen's products and platforms including the Nexxen Marketplaces, Discovery Tool, 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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