STICKYADS.TV
PRESENTS

# STICKY DIRECT

### FOR PUBLISHERS TO SHOWCASE THEIR VIDEO OFFERING TO BUYERS

## WHY STICKYDIRECT?

### PUBLISHERS

**HOW TO MAKE MY MEDIA OFFERINGS VISIBLE TO BUYERS?**

### BUYERS

**HOW & WHERE DO I FIND THE BEST OFFERS?**

## INTRODUCING STICKYDIRECT

StickyDirect acts as an online storefront where publishers can showcase their inventory to buyers.

The powerful tool utilises programmatic direct technology to enable publishers to promote their video offerings via an engaging interface.
Publishers can create and update their media packages, and buyers can view updates in real-time, based on their needs in terms of location, audience, context, device, and ad format.

Buyers can then negotiate media packages directly with the publisher, and purchase them via their existing Demand Side Platform (DSP) using a Deal ID.

## WHO USES STICKYDIRECT

clipkit    The Economist    SPIEGEL TV    Overviews    Next Radio TV

# STICKYDIRECT BENEFITS

## PUBLISHERS

- PROMOTION OF PROGRAMMATIC MEDIAKIT

- ENSURING OFFERINGS VISIBILITY

## BUYERS

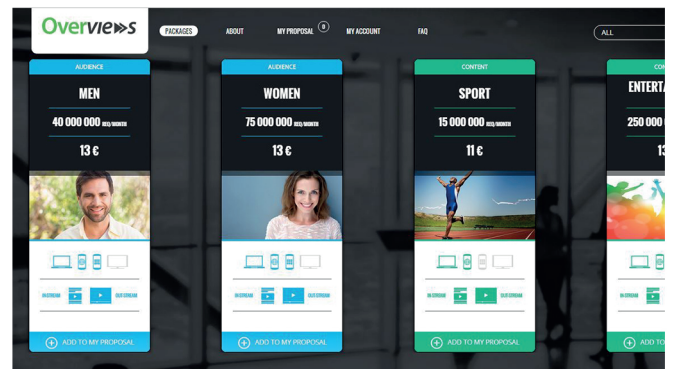- DISCOVER THE BEST OFFERS, ALWAYS UPDATED

- FIND EASILY THE BEST AD PLACEMENTS

**DIRECT RELATIONS**          **NEGOTIATION TOOL**

# STICKYDIRECT INTERFACE



# ABOUT **STICKYADS.TV**

StickyADS.tv is the leading European private exchange technology provider, with a mission to help premium publishers embrace programmatic video in a controlled and totally transparent manner.

StickyADS.tv's publisher-controlled software allows publishers to build, run and operate their own video private exchange and monetise their video content directly with their clients. The main benefit for publishers is simple: eliminate middle-men who absorb a significant portion of the margin and establish a direct relationship with your advertisers.

Major TV broadcasters, large media groups and premium syndicators employ StickyADS.tv's technology to create, execute and manage their own video private exchange.

StickyADS.tv's platform is deployed across 80 private exchanges by more than 4,500 customers in 150 countries worldwide.

Offices in France, UK, Spain, Italy, Germany, and Holland, with further locations to be announced this year. For more information, please visit **www.stickyads.tv**.