

## **Press Release**

### **ADITION Pushes Programmatic Video**

High-quality video formats for programmatic branding campaigns through automated access on all relevant special SSPs for digital moving image

**Dusseldorf, 8 April 2015. ADITION technologies has once again expanded its enterprise marketing platform. ADITION's demand-side platform (DSP) now offers data-driven access to all special platforms for video inventory and therefore to almost 100 per cent of digital moving image media that is available via real-time advertising (RTA).**

With the connection of dedicated video supply-side platforms (SSPs) such as Youtube, SpotXchange, LiveRail and StickyAds etc., ADITION adds specific moving image inventory and environments to complement the video reach of the multichannel SSPs and ad exchanges that are already connected. As a result, moving image campaigns can now be easily and efficiently planned, booked and optimised with full market reach across all end-user devices up to multi-screen syncing of linear TV commercials. All established technical standards (VAST and VPAID) and moving image formats such as inpage and instream are supported. This allows the integrated measurement of KPIs that are relevant for the branding effects of video campaigns such as visibility, auto-play, full or normal screen, sound on/off and view rates through the video player supplied by ADITION's partner and video specialist mov.ad, for example. ADITION's clients can deploy first-, second- and third-party data for audience buying and data-driven advertising – for example, [via the recently connected ADITION DMP by The ADEX](#). The programmatic video campaigns can be processed in both an open auction format and within the scope of Direct Deals.

"With the expansion of the ADITION DSP, which was developed by our sister company Active Agent, our clients are now also able to use the full spectrum of programmatic and real-time advertising for branding campaigns in the full market reach of digital moving image. This means that we are rigorously pursuing ADITION's unified ad-serving strategy and preparing in good time for the further merging of online and TV," Jörg Klekamp, Chief Sales and Marketing Officer of ADITION technologies AG, explains.

### **About ADITION**

ADITION technologies is Europe's leading service provider of customised unified ad-serving solutions for marketers, agencies and publishers. The ADITION AdServer unifies the complex ecosystem of digital marketing across all channels in one central enterprise marketing platform for maximum marketing efficiency. As an independent and neutral technology company and member of the virtual minds group, ADITION supports an international client base in the realisation of its digital strategy. This includes companies



such as 1&1, Otto, Payback, Performance Media, plan.net, redblue (Media Markt, Saturn, and redcoon), Sixt, Spiegel-QC, Swisscom and Telefónica.

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