

# ADNET+ OVERVIEW



## ABOUT ADNET+

AdNet+ provides Direct, Private Marketplace (PMP), and Programmatic deal opportunities across all devices and platforms.

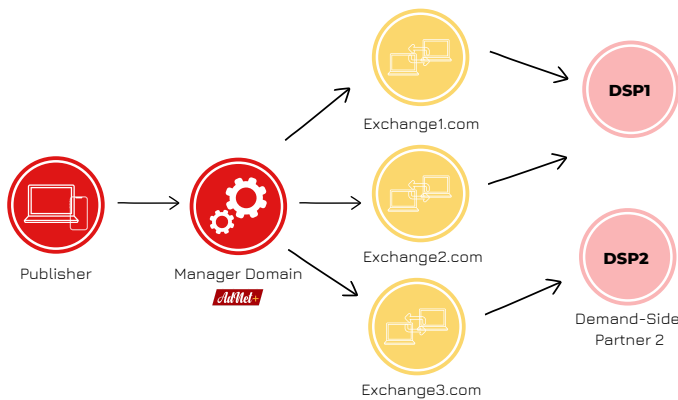
### OTTer

OTTer, a Los Angeles-based white-label OTT service provider with 14 years of experience, specializes in customized OTT app and FAST channel development, global distribution, and comprehensive monetization solutions across all devices and platforms.

### AdNet+ (IAB Compliant & DEI Certified)

AdNet+, a NMSDC certified entity within OTTer, acts as the supply arm for a diverse network of publishers, providing full inventory control for both domestic and international markets. Leveraging OTTer's capabilities, advertisers can precisely target this exclusive audience across various demographics.

## AdNet+ In the Programmatic Ecosystem



Brand Safety  
- 100% Coppa,  
GDPR, CARU  
Compliant



## ADNET+ ADVANTAGES



### Incremental Reach

Provides incremental reach resulting in heightened brand awareness across all devices & platforms.



### Precision Targeting Capabilities

AdNet+ precisely delivers targeted media executions down to the channel, program, rating, or episodic level.



### Customized Research Reporting

Data-backed research is key to driving brand awareness and sales, providing advertisers with actionable insights into customer behavior, preferences, and buying patterns to thrive in a data-driven world.



### Cost-effectiveness & Flexibility

Affordable CPMs with flexible ad lengths, spanning from 6-120 seconds, accompanied by no minimum spending constraints and a convenient 24-hour cancellation policy.



### Added Value Opportunities

FAST Channel Creation, Immersive VR Experience, Branded applications, micro fast channels, sponsorships, and branded experiences detailed separately (see attachment)



### Transparency

Complete clarity of the channels you're purchasing and delivering into throughout the buying process.

WE ARE EMAI™ FOR 80+ PUBLISHERS FOR THEIR US INVENTORY  
 EMAI™ (EXCLUSIVE MANAGER OF ADVERTISING INVENTORY))

TRUSTED BY OUR AUDIENCE EXTENSION NETWORK:



**US REACH**

Note: 96% of AdNet+ Audience viewing is through a CTV device.

ADULTS

**6.72M+**

MONTHLY UNIQUES

**490M+**

MONTHLY IMPRESSIONS

KIDS AND FAMILY MONTHLY

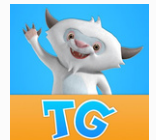
**4.3M**

TOTAL UNIQUES

**141M+**

TOTAL IMPRESSIONS

**PUBLISHERS**



**CONNECT PROGRAMMATICALLY**



& many more