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TV DATA INITIATIVE ANNOUNCES NEW MEMBER, MAGNITE

Magnite will work with founding members of Initiative to help advertisers, programmers, and distributors unlock potential of the data-driven TV ecosystem.

New York, July 22, 2021, 10:15 am EDT

Today, the TV Data Initiative announced that Magnite, the world's largest independent sell-side advertising platform, has joined the Initiative and will work with the founding members to unlock the full potential of the new data-driven advanced TV ecosystem in the years ahead.

As TV viewing shifts to connected platforms and streaming services continue to grow, investment in data-driven audience-based advertising is growing steadily, thereby enhancing TV's impact and value as a marketing platform and driving demand for high-quality, privacy-friendly ad platforms and data sets that can fuel the industry's future growth and development.

Launched in April 2021, the members of the Initiative – Blockgraph, DISH Media, Eyeota, MadHive, Magnite, TransUnion and Tru Optik, TVSquared and VideoAmp – are working collaboratively with the industry to explore the use and application of data across the advanced TV ecosystem, reviewing the various challenges and opportunities presented to the buy- and sell-sides of the industry, and looking for practical steps that could be taken to support the growth and development of the market, while respecting and protecting consumer data and privacy.

Todd Randak, Senior Vice President of Strategy and Partnerships at Magnite, said: "We're delighted to be joining the TV Data Initiative and to be adding our expertise and capabilities to that of the founding members. The application of data to support TV ad buys, addressability, attribution and advanced programmatic capabilities will be a major driver of growth and innovation for the industry in the years ahead. The work of the Initiative will make an important contribution to helping the market make real progress."

“The addition of Magnite to our membership is an important milestone for the TV Data Initiative. Magnite will provide invaluable expertise and experience as we carry out our program of research and analysis.” said Jon Watts, Project Director of the Initiative.

Jonathan Steuer, Expert Advisor to the Initiative, said: “We’re excited to welcome Magnite to the Initiative, as they help round out our roster of participants from every part of the TV data ecosystem. Pushing data-driven TV to scale requires standardization of new datasets, streamlining workflows, and simplifying connectivity to support media buyers and sellers, data and measurement providers and technology solutions. Magnite will provide a new perspective and valuable insights to help move the industry toward such a collaborative vision.”

Alan Wolk, Analyst, said “Gaining the benefit of Magnite’s years of experience in this field, plus all of their practical knowledge of the space will be a real asset and we are excited to have such a forward-thinking company on board.”

Further information:

The TV Data Initiative is working to develop:

- A landscape overview of the data-driven TV ecosystem, with clear definitions and frameworks.
- A review of the opportunities ahead, as advertisers look to data to identify and describe audiences for their campaigns, and the building blocks required to support these activities.
- An analysis of the challenges and barriers currently facing different categories of industry participants, as they look to leverage data to support their campaigns and goals.
- An assessment of the potential for new collective arrangements to support data sharing, matching and quality, improving the operation of the data-driven TV ecosystem in the 2020s.

Contacts:

For more information about the TV Data Initiative, please visit www.futuredata.tv or email info@futuredata.tv.

To arrange interviews and briefings with the participating companies, please contact: press@futuredata.tv

About the members of the TV Data Initiative

Blockgraph is a technology company that makes the future of data-driven TV advertising possible. The world's leading media, technology, and information services companies collaborate with trusted partners using Blockgraph's Identity Operating System (IDoS) to create and implement privacy-focused targeting and measurement solutions. Blockgraph is owned by Charter Communications Inc., Comcast NBCUniversal, and ViacomCBS Inc. For more information, please visit Blockgraph at www.blockgraph.co.

DISH Media provides advertisers with intelligent solutions to efficiently maximize exposure to desired audiences across DISH and SLING TV. Through innovative platforms like addressable and programmatic, viewer measurement tools and access to custom audiences on DISH and SLING TV, advertisers employ strategically positioned, demographically targeted buys that enhance their national media campaigns. Visit www.media.dish.com.

Eyeota is a data transformation company serving the global enterprise. Leading brands, publishers and data companies leverage Eyeota to onboard, enrich, and activate their data assets across global markets and digital geographies. As the world's largest data onboarding and audience intelligence firm, Eyeota brings a depth of experience in adapting data strategies to be consumer-friendly, addressable, and scalable in omnichannel environments. Empowering enterprises with future-proof data capabilities, Eyeota's suite of solutions are privacy-by-design, flexible and interoperable across all major platforms, channels and identifiers. Founded in 2010, Eyeota operates in Europe, Asia, Australia, and the Americas powering data solutions in 188 countries. Learn more at www.eyeota.com.

MadHive is an enterprise software platform that powers modern media. MadHive's platform provides tools for audience forecasting, precision targeting and activation, and cross-screen attribution against its proprietary OTT-first device graph. Customers include advertisers that leverage MadHive's next-generation cryptography to prevent fraud and increase margins, and broadcast giants that rely on the platform to power their linear reach extension offerings. For more information, visit www.madhive.com.

Magnite (NASDAQ: MGNI) is the world's largest independent sell-side advertising platform. Publishers use Magnite's technology to monetize their content across all screens and formats including CTV, online video, display, and audio. The world's leading agencies and brands trust Magnite's platform to access brand-safe, high-quality ad inventory and execute billions of advertising transactions each month. Anchored in sunny Los Angeles, bustling New York City, mile-high Denver, historic London, and down under in Sydney, Magnite has offices across North America, EMEA, LATAM, and APAC. For more information, visit www.magnite.com.

Transunion is a global information and insights company that makes trust possible in the modern economy. We do this by providing a comprehensive picture of each person so they can be reliably and safely represented in the ecosystem. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good ®. TransUnion's audience and identity solutions are designed with the connected consumer in mind. With an accurate and comprehensive identity graph and people-based technology, we move business forward for marketers and companies that serve them, to enable confident, addressable and personalized consumer experiences. Learn more at www.transunion.com.

A TransUnion Company, **Tru Optik**'s identity resolution powers the streaming media advertising ecosystem. Tru Optik's patented Household Graph™ of more than 80 million U.S. homes enables the world's leading brands, agencies, media companies and platforms to engage consumers across connected media, including connected TV, streaming audio and cloud-based gaming with unmatched scale, accuracy and privacy compliance. Our Data Marketplace is the definitive destination to buy and sell third-party data that powers connected media targeting, activation and measurement. To learn more about Tru Optik visit: www.truoptik.com.

TVSquared is the global leader in cross-platform TV ad measurement. Our ADvantage platform empowers thousands of advertisers in more than 75 countries to inform TV media strategies and drive business growth. We measure reach, attribution and outcomes, and help identify the right audiences. TVSquared measures TV how people watch it – across screens and platforms. Learn more at www.tvsquared.com.

VideoAmp is an interoperable measurement and optimization platform that transforms wasteful mass marketing initiatives into smarter, data-driven strategies. Advertisers, agencies and media owners leverage VideoAmp's privacy-first suite of data and software solutions to gain a true deduplicated read of performance across linear TV, OTT, digital and walled garden media by connecting the dots between ad exposures, audiences and

outcomes. VideoAmp measures and optimizes billions in advertising spend each year and is backed by The Raine Group, Ankona Capital and other leading venture capital groups. For more information, visit videoamp.com.