Nexxen Launches Deal Marketplace for Premium Video, TV and Display

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Advertisers can now discover, visualize and activate on premium supply through a centralized, streamlined interface.

NEW YORK, Oct. 28, 2024 (GLOBE NEWSWIRE) -- Nexxen, a global, flexible advertising technology platform with deep expertise in data and advanced TV, today announced the launch of Deal Marketplace, the newest feature within its demand-side platform, Nexxen DSP. With a centralized interface, Deal Marketplace is built to enable advertisers to better discover, visualize and activate preferred deals across connected TV ("CTV"), online video ("OLV") and display, reducing overall time spent planning and executing campaigns.

The marketplace was designed to improve efficiency while also empowering advertisers to make data-backed decisions. Through Nexxen's Deal Marketplace, advertisers gain transparency into a wide range of premium supply inventory, leveraging advanced audience-targeting capabilities.

These deals include TV Audiences – custom audience segments accessible via Nexxen's proprietary TV Intelligence solution, which combines both linear and streaming viewership data – as well as content-level targeting and first-to-market CTV high-attention and green media options. Deal Marketplace also offers inventory through contextually curated private marketplace ("PMP") deals, crafted using a blend of content and audience-layered data.

"Deal Marketplace is a further example of Nexxen's commitment to addressing key industry challenges in premium video and streaming," said David Roman, senior vice president, Nexxen DSP. "Through Deal Marketplace, we are reducing the time it takes buyers to discover and activate high-quality deals, so they can get back to what matters. Alongside the streamlined system, Deal Marketplace offers flexible technology, unique packages and differentiated targeting solutions and data sources."

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 reach 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.

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 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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