Nexxen Wins Best Cookieless Identification Technology at the 2025 Digiday Technology Awards, Showcasing Leadership in Privacy-First Data Innovation

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Award recognizes Nexxen Discovery's AI-powered, content-first signals that deliver scalable performance

NEW YORK, Aug. 21, 2025 (GLOBE NEWSWIRE) -- Nexxen (NASDAQ: NEXN), a global, flexible advertising technology platform with deep expertise in data and advanced TV, won Best Cookieless Identification Technology at the 2025 Digiday Technology Awards. Specifically, Nexxen Discovery, its proprietary audience insight and research tool, took home the win.

Nexxen has responded to the challenges facing today's advertisers and media owners with data-driven solutions, such as Nexxen Discovery, that streamline operations, enhance decision-making and unlock value across complex environments.

Leveraging contextual intelligence, first-party data and nexAI – Nexxen's suite of AI-powered assistants and features – Discovery analyzes vast signals of consumer engagement and behavior from digital, social and TV-on-demand channels in real time to inform precise, privacy-safe advertising activations. Paired with the company's agnostic approach to identity, Discovery enables Nexxen's clients and partners to move beyond third-party cookies, delivering richer insights and audience activation.

"Signal loss is reshaping the advertising landscape, and many strategies focus on replacing existing identifiers. Nexxen takes a broader view: supporting all major IDs while redefining identity through AI-powered, data-driven signals that work seamlessly across channels," said Karim Rayes, Chief Product Officer, Nexxen. "This recognition from Digiday's panel of industry experts and thought leaders affirms Nexxen Discovery's ability to deliver scale, precision and transparency that create lasting value for our partners."

Additional finalist honors for Best Data Management Platform and Best Buy-Side Programmatic Platform further highlight Nexxen's strength across data and buy-side performance.

About Nexxen

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize data and advanced TV in 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 achieve 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 NASDAQ (NEXN). For more information, visit nexxen.com.

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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 any awards received or other accolades relating to Nexxen's business and any benefits or insights associated with such events as well as any benefits associated with any of Nexxen's offerings and products and platforms including the Nexxen AI capabilities, 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; ,including risks related to tariff impacts or policy shifts that could materially affect market sentiment, consumer behavior and advertising demand; 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 5, 2025. 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.

Source: Nexxen International Ltd.