# Nexxen Expands Programmatic Access to High-Attention Pause Ads

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**Premium pause inventory from DIRECTV Advertising, Philo and more available for activation through Nexxen SSP and leading DSPs, including Simpli.fi**

NEW YORK, Sept. 15, 2026 (GLOBE NEWSWIRE) -- Nexxen, the advertising technology platform powered by unique data and media, today announced that pause ads are now available to be transacted programmatically through its supply-side platform ("SSP"), Nexxen SSP. Enabling buy-side access from its demand-side platform ("DSP"), Nexxen DSP – as well as other leading DSPs, such as Simpli.fi – this expansion makes high-impact Connected TV ("CTV") formats more actionable and scalable across the ecosystem.

Pause ads – non-intrusive, high-attention placements that appear when viewers pause content – have emerged as one of CTV's most effective native formats; per eMarketer, audiences spanning generations prefer pause ads to frozen screens. Through partnerships with premium streaming publishers, including DIRECTV Advertising and Philo, advertisers can now activate these ads via streamlined, programmatic workflows within the Nexxen SSP. By opening this inventory to the Nexxen DSP as well as approved, third-party demand-side partners, including Simpli.fi, Nexxen is helping buyers access premium pause inventory within their existing platforms, reducing friction and expanding reach.

"When a viewer pauses content, they're not tuning out, they're leaning in – creating an opportunity for brands to show up natively and meaningfully, just as they do with Nexxen TV Home Screen units," said Kara Puccinelli, Chief Commercial Officer, Nexxen. "By making pause inventory available and accessible, we're enabling buyers to activate these premium formats within the workflows they already use, driving measurable impact in environments where audiences are fully engaged."

"Pause ads have quickly become one of streaming's most impactful formats," said Aulden Kaye Yi, Head of Advertising Partnerships, Philo. "We're proud to partner with Nexxen to make Philo's premium pause inventory programmatically accessible, giving advertisers a seamless path to activate at scale."

"Pause ads have evolved into a vital CTV strategy for brands seeking high-impact, locally relevant messaging. By bringing Nexxen's pause inventory into the Simpli.fi platform, we're enabling our clients to access premium inventory at scale while providing the experience they need to drive campaign performance," said Michael Schoen, Chief Product and Technology Officer, Simpli.fi. "It's another way Simpli.fi connects digital intent to real-world action, not only empowering brands to reach consumers in the moment, but allowing them to drive real business outcomes."

**About Nexxen**

Nexxen is the advertising technology platform that delivers full-funnel performance powered by unique data and media. Comprised of a demand-side platform ("DSP") and supply-side platform ("SSP"), with the Nexxen Data Platform at its core, we meet the demands of today's converging media landscape with exclusive audience intelligence, automation and expertise.

Headquartered in Israel, Nexxen maintains offices throughout North America, Europe and Asia-Pacific and is traded on Nasdaq (NEXN). For more information, please 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 Nexxen's programmatic access to pause ads. 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 and local economic and geopolitical forces and unrest, including the war involving the United States, Israel and Iran, the war and hostilities involving Israel, Hamas, Hezbollah, and Yemen and the Ukraine/Russia war, 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 4, 2026. 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.