



Nexxen and Brainlabs Leverage Smart TV Home Screen Advertising to Expand Audience Reach

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Campaign for global retailer drove more than 8.1 million impressions across Canada, before and during international soccer tournament

NEW YORK, Oct. 23, 2026 (GLOBE NEWSWIRE) -- Nexxen, the advertising technology platform that delivers full-funnel performance powered by unique data and media, announced today the results of an advertising campaign for a global, big-box retailer and its media agency, Brainlabs. The campaign aimed to build broad awareness across Canada in the lead-up to this summer's international soccer tournament. By utilizing exclusive, native connected TV ("CTV") inventory through Nexxen TV Home Screen, it successfully drove more than 8.1 million impressions, including reaching 516,000+ unique viewers, at a prime moment: just as these audiences turned on their TVs.

Specifically, using Home Screen Hero and Banner placements across Hisense Smart TVs, powered by V OS (formerly VIDAA), the retailer extended audience reach while simultaneously building frequency throughout the tournament. The results underscore how Nexxen TV Home Screen, and home screen advertising more broadly, can empower brands to establish a high-visibility presence around tentpole events.

"Nexxen TV Home Screen was new territory for us and for our client, and a global soccer tournament was the right moment to test it," said Ben Kahan, Head of Programmatic, Brainlabs. "We are reaching people in that split second before they've even decided what to watch, which is a totally different kind of attention than anything mid-roll. That alone gave us a real reason to keep this format in the plan for future tentpole moments."

"When viewers turn on their TVs, the home screen is your brand's first and perhaps most prominent opportunity to capture their attention," said Kenneth Suh, Chief Business Officer, Nexxen. "This campaign demonstrates the impact of meeting audiences in that moment. Through Nexxen TV Home Screen, Brainlabs brought their client directly into viewers' living rooms across Canada, enhancing the brand's visibility during a major sporting event."

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.

About Brainlabs

Brainlabs is an independent, AI-native media agency founded in 2012 by Daniel Gilbert and still founder-led, built to grow client revenue and prove the impact of every dollar spent on media. The agency delivers on that promise through a revenue-based planning process built around what actually drives revenue, not vanity metrics.

More than 250 mid-sized and enterprise brands have grown with Brainlabs. The agency has been named Fastest Growing Agency for five consecutive years by Adweek, recognized across the industry by Ad Age, Digiday, Campaign, The Drum, and Festival of Media, and rated by Notion at the highest level of AI maturity.

Brainlabs serves as a media agency of record for growth-focused, digitally native advertisers with total media spend ranging from \$10M-\$250M. The agency's clients include Capital One, Microsoft, UNICEF USA, and Roblox. Learn more at brainlabsdigital.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 CTV inventory through the Nexxen TV Home Screen. 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 (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.

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