

Strictly embargoed until 8pm on Thursday 19th November

ITV Strikes Programmatic Deal with RadiumOne

London. ITV Commercial today announced a new partnership with programmatic ad platform, RadiumOne.

The collaboration will see ITV launch Ad Sync +, which, by linking ITV's broadcast output to RadiumOne's unique sharing data capability, will allow ITV's TV advertisers to reach their desired audiences simultaneously across other devices and online environments.

Advertisers will be able to target audiences based on their levels of engagement and sharing and viewing behaviours and will have access to over 30 billion sharing events per month.

Supermarket chain Iceland has confirmed it will be the first advertiser to use the new product and its ad will launch xxx.

(Draft)X from Iceland said: "We have a long association with ITV as an advertiser and partner. This new Ad Sync + product adds a further dimension to our existing collaboration by allowing us to uniquely reach those second screening, whatever the device. I look forward to seeing it activated."

Simon Daghish, ITV Commercial's Deputy Managing Director, announced the partnership at the ITV Gala this evening. He said: "I am delighted that our long time partner Iceland has decided to be the launch advertiser for this innovative new product.

"RadiumOne's deep understanding of cross platform ad solutions and their unique lens on audiences through

sharing data, makes them the perfect partner to help us deliver further value to our advertisers across multiple platforms.”

The deal between ITV and Iceland was brokered by media agency the7stars

Notes to Editors:

About RadiumOne

RadiumOne is a global, programmatic marketing technology company that serves the world's top brands.

We unlock the value of sharing connecting brands with consumers based on their ‘right now’ emotions and passions. By harnessing audiences engaging with & sharing online content we understand, segment & amplify this audience data enabling brands to reach consumers with paid media, in real-time, cross-device.

Founded in 2009 and based in San Francisco, RadiumOne has offices across the US, Canada, the UK & Europe and in Asia/Pacific.