

# Dynamic In-Program Native Advertising for CTV

Create unique, non-disruptive advertising opportunities and deliver greater outcomes for advertisers and viewers.



## Better Engagement & Revenue from CTV Ads

Zype Playout 2.0 customers can create unique branded experiences within their playout channels by leveraging TripleLift's CTV ad placements.

TripleLift's in-show CTV ad unit inventory provides a better way for content owners to deliver ad-supported TV and branded experiences, all within the timeline of a show.

Choose from TripleLift's CTV ad formats - such as dynamic overlay, split screen or brand and product insertion - for proven in-show impact.

**A Better Experience  
for Advertisers  
and Viewers\***

- +12x** brand awareness
- +3.6x** engagement
- 77%** less intrusive

## At a Glance

### Partner Product

TripleLift CTV integrated ad experiences

### Best Suited For

Playout 2.0 customers who want to provide seamlessly integrated ad experiences in CTV programming

### Integration Highlights

- Dynamic native programmatic advertising
- More ways to monetize your content
- Reduce ad loads without cutting revenue
- Ensure brand-safe environment for advertisers

### Purchase Requirements

Must use Zype Playout 2.0 and have a TripleLift account

## Key Benefits for Zype Customers

- 1 Create seamless native advertising solutions for CTV** with TripleLift's programmatic advertising solution that works across different device formats and platforms.
- 2 Monetize content in new ways with fewer ad breaks** through in-program native advertising, split screen spots, or lower third custom branded animations.
- 3 Ensure a brand-safe environment for advertisers** that provides better engagement with ad creative for improved viewer retention and recognition.

\*Source: TripleLift Kantar MWB Brand Lift Study, 2021; TripleLift MediaScience Biometric Study, 2021; TripleLift Sticky Eye Tracking Study, 2021

## TripleLift CTV Integrated Ad Experiences



### Dynamic Overlay

*Reinforce brand messaging without interruption*

Enhance the traditional lower-third with a non-disruptive integrated ad experience that is contextually-relevant and formatted for your brand.



### Split Screen

*Create a break in the action, showcasing beautiful ad creative*

Capture audience attention at optimal moments with a bespoke :06s ad format that scales back video content during natural, narrative breaks.



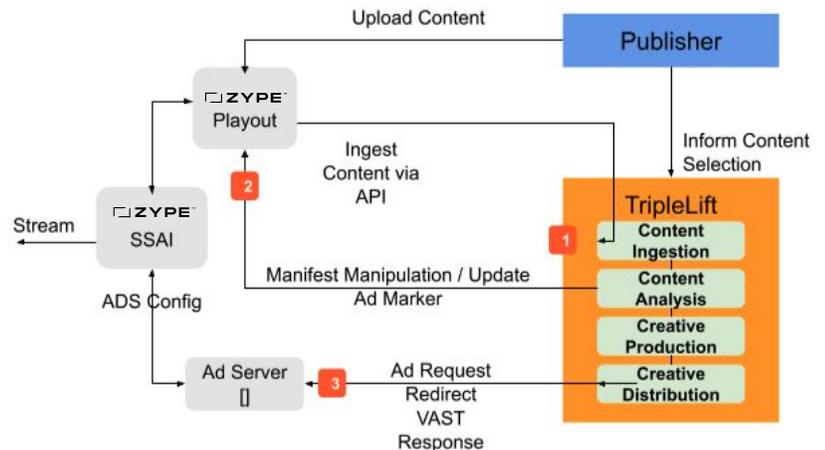
### Brand & Product Insertion

*A unique post-production solution for product placement*

Identify contextual moments and surface areas to superimpose a brand's message or product into a show's content with no disruption to the storytelling.

## How the Joint Solution Works

- Video Ingest & Analysis:** TripleLift ingests customer's video library and analyzes it to learn about the content
- Ad Targeting IDs Assigned:** TripleLift creates "Ad Placement IDs", updates ad timings accordingly and sends back to Zype
- Connect with Ad Server:** Zype makes "Ad Placement IDs" available via ad responses, which the ad server uses to insert targeted ads via SSAI



## About Zype

Zype provides infrastructure for digital video, with a cloud-based platform to manage and distribute enterprise-grade video across web, mobile, TV, and social media. Offering both developer-friendly tools such as customizable APIs as well as turnkey solutions for automated app publishing and playout, Zype's SaaS enables video creators, publishers or distributors to quickly build, launch and manage superior video products at scale. [www.zype.com](http://www.zype.com)

## About TripleLift

TripleLift is a technology company with products at the intersection of creative and media. Its mission is to make advertising better for everyone — publishers, advertisers and consumers — by reinventing ad placement one medium at a time. With direct inventory sources, diverse product lines, and creative designed for scale, TripleLift is leading the next generation of programmatic advertising from desktop to television. <https://triplelift.com/>