

New Commercial Opportunities through Unification of Broadcast Automation and Digital Advertising Logistics

smartclip and HMS Media Solutions to offer fully integrated addressable TV broadcast solution

smartclip, an advertising technology platform specialized in addressable TV and owner of the programmatic multiscreen video SSP "SmartX Platform", and HMS Media Solutions, a leading provider of broadcast automation solutions based in Germany, have signed a cooperation agreement. For the very first time, TV stations will now have the opportunity to benefit from the digital advertising potential even within their linear broadcast systems. Both companies have teamed up to offer a fully integrated end-to-end solution for live TV broadcast automation and digital advertising logistics. This will allow even small and mid-sized TV operators to automatically connect to the smartclip addressable TV advertising platform.

Thanks to the interaction between the two systems TV stations profit through the efficient distribution of digital ads into their broadcast signal via real time ad server logistics. As a result, stations will be able to trigger synchronized ad distribution in real time opening their existing program planning to digital marketing channels quickly and easily. Existing TV audience reach will also become much more transparent, creating new advertising space that can be sold more efficiently. Current audience numbers can already be utilized to benefit from digital real-time marketing and data-based programmatic TV solutions even today.

By bringing together both companies' key expertise into one product, TV operators will be offered a scalable solution with high innovation power: smartclip with its newly developed addressable TV platform based on HbbTV provides access to the digital advertising world with innovative measurement methods, ad server solutions and targeting opportunities. On the other side, HMS provides its successful individual TV broadcast solution, covering the entire production and broadcast workflow – including integration of third party sources, automation processes, flexibility and scalability. The DiSA playout system developed by HMS currently runs at more than 200 TV stations worldwide.

„With our addressable TV platform, we are offering TV stations a solution to monetize their linear TV program on top with digital marketing instruments. Our combined, fully integrated solution with HMS creates an additional opportunity to efficiently connect current TV workflows with digital marketing channels on our framework and ad server infrastructure. With these advertising models, TV stations are able to profit directly

from new advertising investments. Furthermore, by using our consistent technical infrastructure, advertising clients will be able to access interesting target groups and aggregated audiences in a very transparent manner“ explains Thorsten Schütte-Gravelaar, board member at smartclip AG.

Frank Mistol, CEO and founder of HMS, adds: “Together with smartclip we are closing the gap between linear television and numerous digital marketing instruments that have basically only been used on the internet to date. Everyone gains, particularly TV stations that are now able to access new income sources, giving them an excellent position for the future.“

About smartclip

As a leading video advertising technology company, smartclip offers a true multi-screen advertising experience across all digital devices with our proprietary programmatic system, the SmartX Platform. We provide yield-optimized content monetization for connected TVs, smart TVs, linear TV, mobile devices, and over the web. smartclip pioneers the future of TV brand advertising delivery and creates innovative solutions for interactive brand experience by optimizing media efficiency, reach, and audience targeting. The company maintains its corporate headquarters in Hamburg, with an extensive network of offices throughout Europe and Latin America. For more information, visit www.smartclip.de or follow us on [Twitter](#) and [LinkedIn](#).

Über HMS

HMS media solutions is an independent provider of broadcast automation solutions in the fields of broadcasting, smart TV, IPTV and HbbTV. Founded in 1996, the Halle, Germany-based company now has an installation base of over 200 TV broadcasters from across Germany, Europe and America for its broadcast automation solution. HMS develops modular broadcast automation solutions individually covering the entire workflow of TV stations – from ingest to distribution. That way HMS supports its customers at establishing efficient structures, flexibly expanding their existent systems according to their strategy and very easily addressing additional distribution channels via digital interfaces.

Company contact:

HMS GmbH

E: info@hms-dev.de
T: +49 345 678 789 0
F: +49 345 678 789 99

Große Nikolaistraße 7
06108 Halle (Saale)
Germany

www.hms-dev.de

Media contact HMS

Morgentreu-Harbinger GmbH
Frank Scheibe

E: presse@morgentreu.de
T: +49 30 92 25 97 81

Posadowskylanlagen 2
04317 Leipzig
Germany

www.morgentreu.de

Media contact smartclip

Kathrin Müller
Director Corporate Communications
and International PR

E: kathrin.mueller@smartclip.com
T: +49 40 6887 687 117
M: +49 173 34 529 60

www.smartclip.com

