

# Optus Brings the Worlds of TV and Digital Closer Together with Amobee

Amobee's scalable, cross-screen solutions has and will continue to power all of Optus' TV and BVOD investments to further growth and efficiency for the wider Optus business

SYDNEY, Australia, 1 June 2021 – Optus and Amobee, a global leader in advertising technology that unifies TV, digital and social to deliver results that drive customer growth, are pleased to announce that they will be further extending their strategic partnership to supercharge Optus' digital video buying via the Amobee TV platform. The exclusive, multi-year extension comes off the back of the tremendous success and increased buying efficiency Optus has realised from utilising Amobee's TV platform over the last 24 months. In addition to media buying, as part of the extension, Optus will be seeking to maximise value from TV and BVOD investments through use of Amobee's proprietary analytics suite, including Advanced Footfall and TrueReach reporting, and Amobee's CTV Allocator solution. Harnessing Amobee's technology has given Optus greater accountability, visibility and control over buying decisions. Specifically, Optus was able to not only effectively extend audience reach from linear to CTV, but also measure household audiences to more accurately represent their actual audience reach (2.5x higher reach per impression). Further, Optus was also able to realise more competitive rate positions (24% decrease in CPM YoY) through a better understanding of their audience composition and network ROI attribution. While traditional TV buying varies considerably from programmatic buying, using digital technology that was built on TV principles allows not only Optus, but other brands and advertisers, to achieve true convergence of linear and digital channels. Amobee's unique TV technology offers a future-proof solution optimised to today's viewership behaviour. For Optus, the ability to understand total TV viewership and measure across all video channels is critical to their success. "As digital video becomes one of our key advertising mediums, we need a cross-screen delivery and measurement solution that will provide us with the ability to see the whole picture," says Melissa Hopkins, Head of Marketing at Optus. "Amobee's world-leading video platform and analytics suite has allowed us to bridge the gap between linear TV and digital so we could make smarter decisions across all our video buys." Josif Zanich, Managing Director for Amobee Australia and New Zealand says the extension couldn't have come at a more opportune time given how advertisers are actively searching for unified solutions across TV and digital. "We are thrilled to continue our long-standing partnership with Optus," he says. "Their success is evidence of our commitment to provide solutions that unify and empower TV and digital advertising strategies – from planning to activation, all the way to measurement and reporting." Recognised as a Leader in the Gartner Magic Quadrant for Ad Tech and the Forrester New Wave™: Cross-Channel Video Advertising Platforms report, Amobee provides clients with solutions that drive results in any format, across any screen, to optimise reach across desired audiences and deliver desired business outcomes. Amobee unifies TV and digital to provide advertisers with advanced data management and media planning capabilities as well as actionable, real-time market research and proprietary audience data. Amobee also empowers media companies with sophisticated audience-based planning technology that helps them efficiently meet marketers' goals while managing the business challenges and technical complexities of the converging world.

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