



Beenius and iPROM Partner on Programmatic Advertising in Digital TV

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Beenius is partnering with iPROM, a leading provider of digital advertising technologies in the SEE region. By the end of 2017, Beenius will integrate iPROM's solutions into its global interactive TV platform. This will provide its partners in 45 countries with a standardized connection to programmatic advertising ecosystem and deliver cutting-edge solution for effective monetization of advertising.

»In the very early days of interactive TV, we introduced targeted advertising, but we knew it was just the beginning. We want to provide our customer's subscribers with the best video watching experience regardless of the screen they use. This also applies to advertising that must be useful and personalized for viewers. To achieve this, we can provide ad targeting mechanisms using big data about viewer's content preferences, but we also need the supplier of technology solutions for serving advertising across digital media. To bring our customers the best-of-breed integrated programmatic TV ad platform, we have chosen iPROM which has extensive experience in managing digital media buying,« said Dragoslav Radin, Chief Technology Officer, Beenius.

Digital advertising is not limited to web only but can be enabled on traditional media such as TV as well. Beenius is a developer of a proven interactive TV platform for heterogeneous operator environments that already supports IPTV, OTT, and hybrid services on one platform with vast number of possibilities for delivering video content anytime, anywhere and on any device. This advanced platform delivers a clear competitive advantage to customers. Through its partnership with iPROM, Beenius now offers an advanced programmatic ad-serving technology to its clients which enables simple delivery of the full scope of ad formats, better monetization of advertising space, improved targeting and personalized advertising based on viewers' behavioral patterns.



Target: Becoming viewers' first choice

Beenius interactive TV platform was built on the vision of becoming viewers' first choice. The company has over 15 years of experience in software development and system integration with a strong emphasis on advanced interactive TV services. Company is present in 45 countries around the world, all the way from Europe to USA, Latin America and MENA region. By integrating iPROM's solutions, Beenius' partners have access to a standardized connection to the global programmatic advertising ecosystem and advanced options for more effective monetization of digital content.

iPROM AdServer was designed for advertisers, publishers and agencies who want full control over their data and ad inventory as it enables them to effectively manage programmatic and direct sales campaigns to achieve the highest effectiveness of their advertising. iPROM AdServer is easy to use and provides digital content providers with an effective, easy-to-use and centralized management of ad space, while ensuring advertisers achieve better returns on their media investments.

Digital is programmatic

»In a data-driven world, ad-serving efficiency is very important. We are proud to have partnered with Beenius and delivered a solution that has it all – an interactive TV platform with unique advanced ad-serving capabilities. The Beenius' partners now have at their disposal advanced tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, so they can build better ads, user experiences and stronger customer relationships,« said Igor Mali, Chief Operational Officer at iPROM.

Going forward and delivering meaningful innovation

Beenius and iPROM partnership are already planning the future of their partnership. Going forward, partners will focus on the development of a new innovative business model that will enable even more advanced and data-driven advertising and targeting platform based on deep insight into individual's content consumption and preferences. The mission of the partnership is to develop a comprehensive platform for programmatic TV advertising which will bring new revenue sources to telecommunication companies and broadcasters and at the same time enable better advertising content for the costumers.



For more information contact:

Maja Gorjanc

Corporate Communications and Marketing Director

✉ maja.gorjanc@iprom.eu

📱 +386 41 367 846

☎ +386 1 511 07 87

📠 +386 1 511 07 83

About iPROM

iPROM specializes in planning and running advertising campaigns in digital media. The tools we create are used across the industry by advertisers, direct marketers and web publishers and help them plan, execute and analyze their digital marketing activities. They are designed to increase the effectiveness of these activities as well as to make the complex world of web advertising a little simpler for our customers, justifying their investments with outstanding returns.

In a data-driven world, ad-serving efficiency is very important. Using media properties, data analytics, in-depth research and the smartest technology available, we enable marketers to deliver the right message to the right person at the right time, every time. With our tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, companies are equipped to build better brands, more successful operations and stronger customer relationships.



For more information contact:

Lea Mihelčič

Director of Marketing

✉ lea.mihelcic@beenius.tv

📞 +386 40 452 388

About Beenius

Beenius is a developer of a proven platform that can be easily integrated into any heterogeneous environment of telecommunication operators or service providers. The platform supports IPTV, OTT and hybrid services with vast possibilities for offering TV content anytime, anywhere and on every device. Beenius also provides consulting services for E2E solutions and expertise in designing, integrating, building and maintaining turnkey solutions. Built with the vision of becoming the viewers' first choice, Beenius offers customers an advanced solution, representing the maximum competitive advantage for their business.

More information is available at www.beenius.tv.