

smartclip to become Germany's largest out-stream provider

Quality sales houses G+J e|MS and IP Deutschland to cooperate with smartclip in out-stream video advertising

Hamburg / Cologne, 10 November 2016 – smartclip builds upon its quality expertise in the out-stream segment. From 1 January 2017 IP Deutschland and G+J e|MS will take smartclip as the sales house for in-text video formats. Thus smartclip will integrate the two media companies' digital portfolio into the SmartX Platform – its own programmatic video SSP for in- and out-stream. This will make smartclip the largest provider of out-stream video advertising in the German market. The subsidiary of Mediengruppe RTL Deutschland has already concluded partnerships this year with iq Digital and Mair Dumont, amongst others. The portfolio of the two sales houses, IP Deutschland and G+J e|MS, also contains the digital content of RTL, VOX and n-tv, as well as STERN, BRIGITTE and CHEFKOCH.

Oliver Vesper, the Managing Director of smartclip says, "Audio-visual productions have now become an extremely attractive and successful tool in digital branding campaigns in the premium environments due to the number of customers. We are delighted that not only can we extend our portfolio specifically to include additional premium environments with the high-quality digital advertising from G+J e|MS and IP Deutschland, we can also offer our advertising customers the biggest reach in the German market. Through us they can immediately reach just under 70 per cent of all internet users simply via out-stream video formats."

Out-stream video advertising gives all market players a decisive advantage: It creates an inventory that has previously never been available to video advertising and – due to native integration – can guarantee very high visibility ratings. The smartclip technology runs in the stationary internet, on mobile websites including iOS and also in the in-feed area. The technology offers various billing models for campaigns. In addition to classic CPM ad sales, cost-per-completed-view campaigns can also be provided and, alongside direct sales, programmatic campaigns via private marketplaces can also be processed.

Advertising spots are placed outside of video streams via the out-stream format and are mostly delivered directly in the context of the article on editorial websites. The video appears immediately between two paragraphs of an article, can be skipped over or scrolled over at any time, and only runs if it is in the viewer's visible area. Advertisers can obtain the out-stream format both as a stand-alone product and in combination with the in-stream format, for instance to optimise contact classes.