

BaronsMedia



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CTV SOLUTION

More Information?

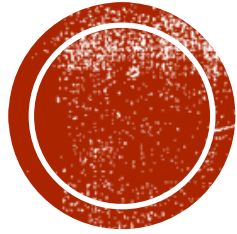
Jim Larkin, Director of Business Development

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CTV OVERVIEW

Over the past two years BaronsMedia.com has increased our CTV offerings to include developing apps in-house and managing apps on behalf of our clients while providing access to content. Since pivoting to CTV app development BaronsMedia has seen a growth not only in development of app but also with our exclusive and direct partners portfolio.



OTT inventory, also classified as CTV inventory, has growing tremendously over the past two years. Publishers / Channels are turning to Barons Media not only for the monetization, but also for the development of apps in-house.

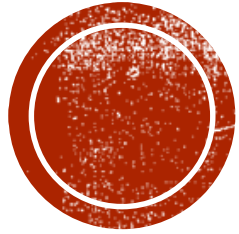
This has been a great advantage for Barons Media as we have signed on exclusive channels like JPPet, RingTV and ClassicHollywood. Many publishers have content online and are looking to branch into CTV. Barons Media has their in-house team of developers and designers who develop apps for ROKU and other devices making it easy to build channels on behalf of our desktop publishers.

As Agencies have consistently moved buys over to the digital space, CTV has become a fast growing target for buys. CTV incorporates everything advertisers love about TV buys but with a digital component.

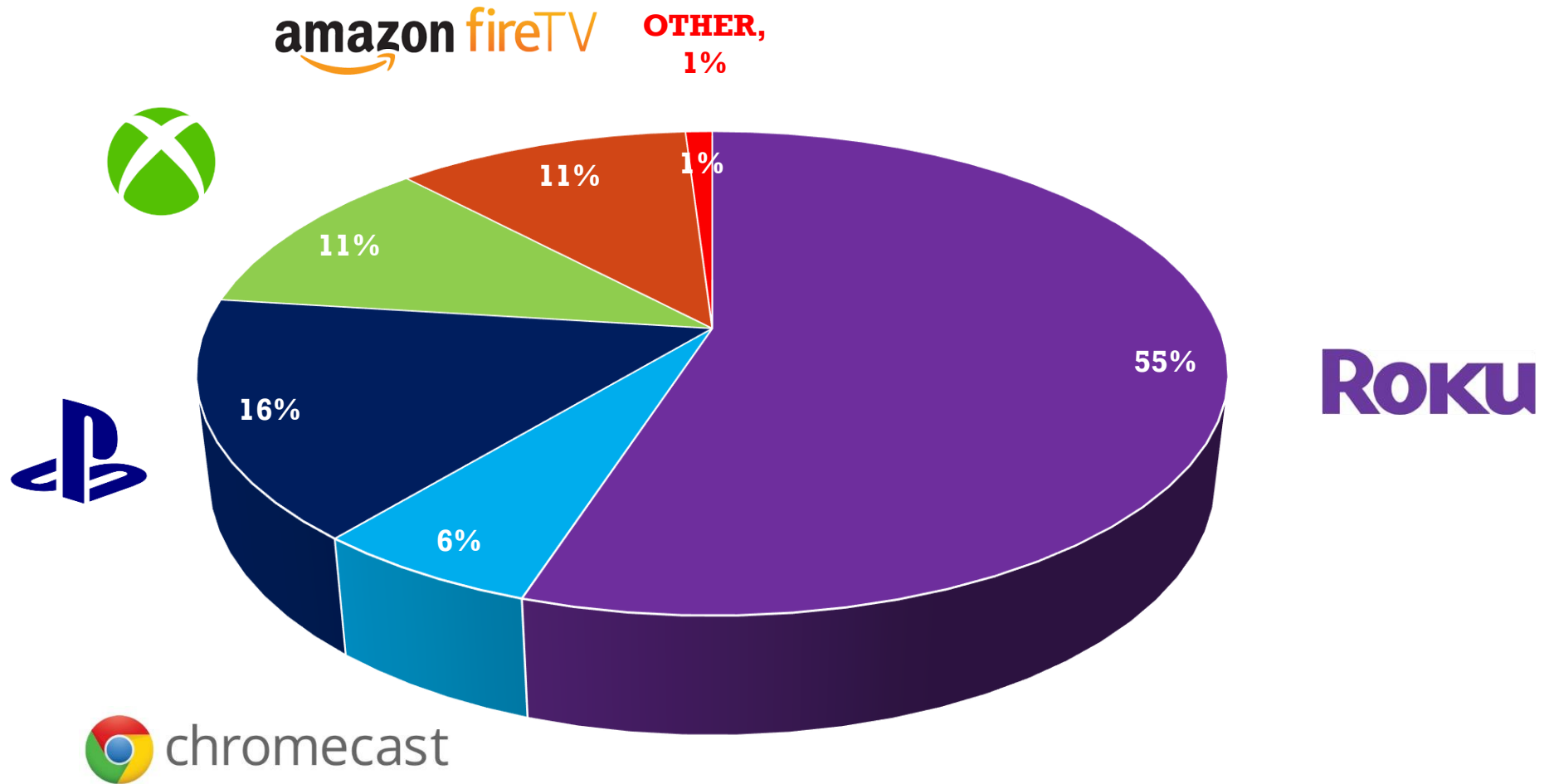
Barons Media continues to be a leader in the CTV market with over 500 million CTV impressions monthly and growing rapidly with our recent launch of our CTV SSP.

CTV APP DEVELOPMENT

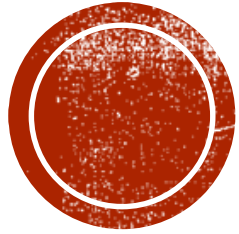
We have a talented staff of full stack developers specializing in CTV app/channel development. They are knowledgeable with BrightScript, Swift, Objective C, and Java allowing us create great products across all platforms from Roku to Amazon FireTV.



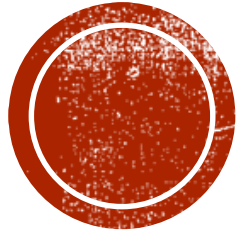
DEVICE BREAKDOWN



EXCLUSIVE AND DIRECT PARTNERS



100+ Million unique visitor's per month!



**BARONS MEDIA IS HERE TO LEAD YOU THROUGH A
SUCCESSFUL CTV INTEGRATION. PLEASE GET IN
TOUCH WITH OUR SALES STAFF IF INTERESTED.**

CTV SOLUTION

More Information?

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THANK YOU!

