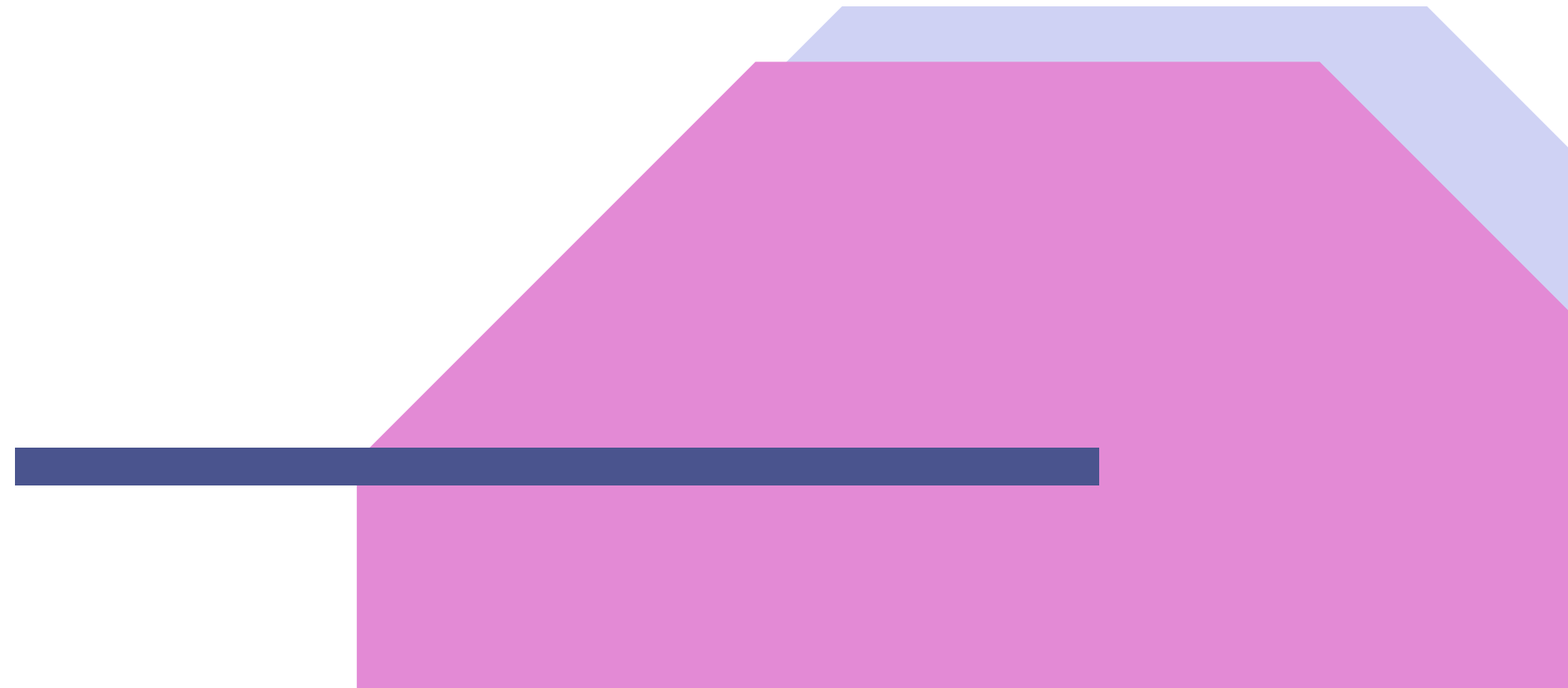


**M**

MEDIAFEM

**ENABLING  
PUBLISHER  
TECHNOLOGY  
FREEDOM**



# OUR MANIFESTO

## **The Time for Publisher Ad Technology Independence is Now**

The programmatic and data revolution has ushered in a new era of efficiency for advertisers but at a significant cost to the media owners.

Many publishers have ceded their independence in order to achieve revenue growth through a series of complicated relationships with demand partners and intermediaries. In doing so publishers have lost control of the process of selling their audience to buyers, once the cornerstone of their business model.

We are designing a demand pathway optimization solution that returns transparency, control, and margin to publishers via a standalone intermediation platform.



# MEDIAFEM OVERVIEW

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## AN ESTABLISHED & INDEPENDENT AD TECH LEADER

1000+ Premium publishers

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## WHY DID THEY CHOOSE MEDIAFEM?

- Revenue Optimization
  - Connected with major local and global demand partners.
  - Transparency
  - Data Privacy
  - Unique European Full Stack Ad Platform
  - No conflict of interest
  - Premium Only
- 

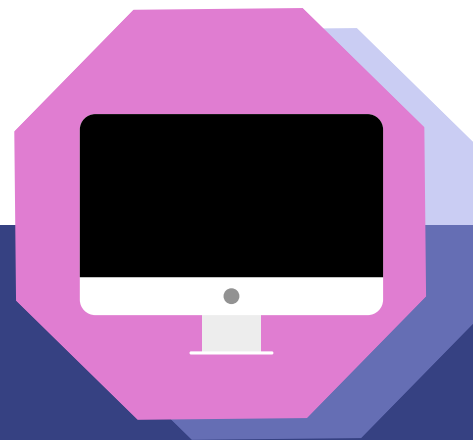
## UNIFIED AUCTION

- All sales channels
- All screens
- All formats (Display, Native, Mobile, Video)



# POWERFUL AND READY-TO-USE AD FORMATS

50+ FORMATS

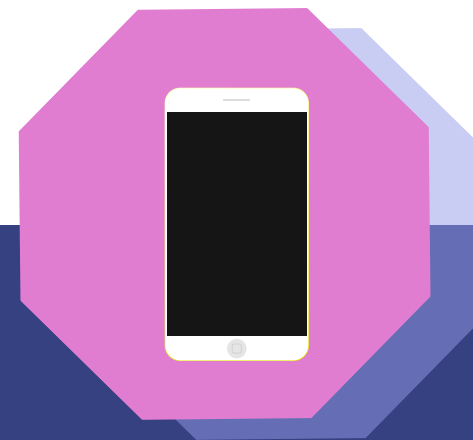


DESKTOP

IAB Classic

IAB High impact

Rich Media



MOBILE

IAB classic

Interstitial

Interstitial video



VIDEO

Video-read

Video pre-roll

Go-to-vertical video

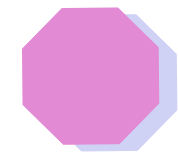


NATIVE

In-feed

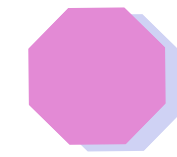
# Consultative approach

A DEDICATED LOCAL TEAM TO SUPPORT YOU.



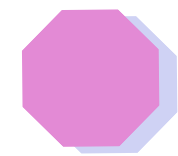
## SUPPORT TEAM

Support for all your tracking issues.



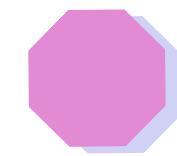
## TRAININGS

Technical advices to help you manage all your initiatives.



## SET UP

To be up and running as quick as possible.



## WEEKLY CALLS

With your Key Account Manager and with our Demand Team



# LET'S WORK TOGETHER!

CONTACT US

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