



PRIVATE MARKETPLACES

DRIVING OUTCOMES THROUGH SCALABLE SUPPLY-SIDE FILTERED PMP PACKAGES

Our Private Marketplace Packages provide access to unique supply through our owned and controlled inventory, enhanced by our extended network. Our PMPs are pre-filtered for audience, context, IVT and/or viewability to help drive measurable business outcomes.

What makes our PMPs different is that they are built on the supply side, allowing for **improved targeting precision and increased scale**. We also filter all of our supply through our proprietary RhythmGuard technology, which is natively built into our platform and helps ensure all PMPs are curated with **brand safe supply**. Lastly, we remain committed to your campaign success and to providing **collaborative service** through implementation of adjustments and optimizations within our inventory to help you hit your KPIs.

PMP Package Offerings:



Verified PMPs. Reach real consumers, across channels, with supply that is guaranteed* to meet viewability and IVT thresholds based on MRC-accredited reporting.



Audience-Infused PMPs. Layer first- and third-party audiences on the supply side to maximize reach and enhance targeting accuracy.



Contextual PMPs. Increase the relevance of your message by targeting compatible content, categorized at the page level in real-time. Leverage our pre-packaged segments or create your own.



Video PMPs. Access video supply across desktop, mobile, and Connected TV, optimized to deliver against brand metrics such as VCR at scale.



Advanced TV PMPs. Engage with captive audiences within high quality, highly viewable video content across Connected TV and Full Episode Player.

pixelate

#1 FOR ALL 2017

GLOBAL SELLER
TRUST INDEX
US AND INTERNATIONAL

BEST-IN-CLASS DSP PARTNERS, INCLUDING:

theTradeDesk

AMOBEE

Get Started Today: To learn how you can access our premium Private Marketplace Packages, or to customize your own, email PMPSales@RhythmOne.com | www.RhythmOne.com.

*RhythmOne guarantees delivery based on <1% Invalid Traffic (IVT) and/or >70% Viewability as measured by MRC-accredited performance measurement technology. What we mean by this is that, while we do not anticipate this will occur, should you find that your MRC-accredited measurement reporting demonstrates that we have not met the applicable IVT or viewability threshold, RhythmOne will provide DOUBLE the difference between the IVT or viewability threshold and the MRC-accredited measured amount in the form of a partial refund contingent on future programmatic spend (as determined by RhythmOne) so long as such future programmatic spend occurs within 12 months after the measurement discrepancy occurred. Clients have up to thirty days from the last day of each calendar month to provide notice to RhythmOne of any discrepancies occurring during such month provided that the report is in the form of an MRC-accredited report that isolates RhythmOne traffic during the relevant period.