

A new paradigm

The mission-critical platform for omnichannel advertising

As we work toward integrating our products into a unified platform, we are reframing our offering into three key solution areas

Media Intelligence

Insights for strategic planning and spend optimization. Today focused on data consolidation, normalizing metrics across channels and unified reporting and dashboards, in the future, it will provide in-platform insights and recommendations at key points in decision-making.

Capabilities: Global plans, Strategic audiences, Business outcomes measurement, Supply chain insights, Unified performance insights

Media Management

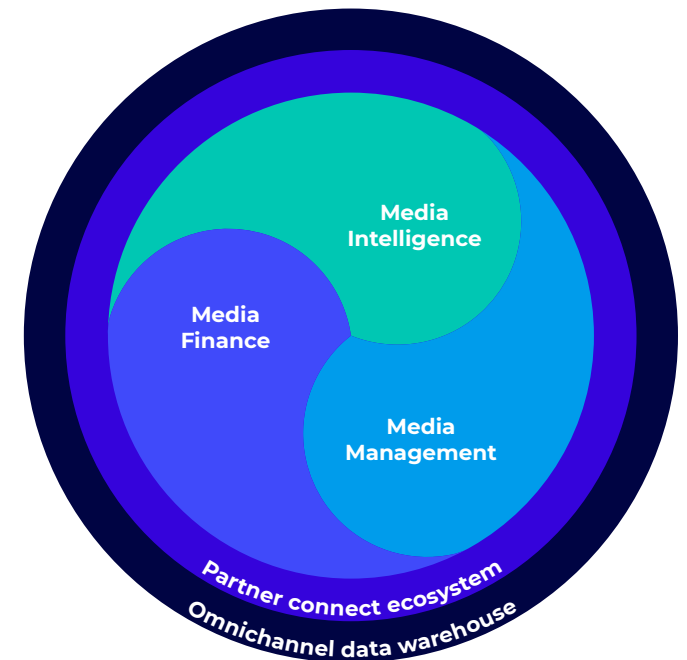
End-to-end workflow for omnichannel campaigns. Today Mediaocean provides workflows for managing media across multiple channels. In the future, workflows will be integrated and automated in a single experience that not only manages, but optimizes omnichannel media.

Capabilities: Buyer workflow, Seller workflow, Closed ecosystem optimization, Converged TV optimization

Media Finance

Controls and visibility to run the business. Currently centered around media, creative, and other billing and payments, the future solution will function as an end-to-end media accounting system, providing the transparency required for the complexities of global advertising.

Capabilities: Estimates and costs, Billing and payments, Financial management, Financial reporting



Two additional elements differentiate the platform.

Partner connect ecosystem

The network of APIs and integrations across hundreds of partners (formerly known as Connect).

Omnichannel data warehouse

The structure that unifies and normalizes data so you can compare metrics across all media.

New names

We are retiring existing product names on our journey towards a more integrated platform. These changes will be gradual, and we'll be sure to let you know in advance of URLs or other connection changes. Here is a list of new descriptive names for the products you're currently using.

Spectra products will be labeled simply Mediaocean OX, DS, MX, etc. DealMaker, DealMaker Digital, ProPost, TView, PATS, and Working Capital names will not change at this time.

Media Management		Media Intelligence	
Prisma for Buyers →	Buyer workflow	Lumina →	Global plans
Scope →	Closed ecosystems	Media Finance →	Supply chain insights
Radia →	Trading desk workflow		
Spectra Traffic →	TV traffic		
Prisma Authorizations →	Authorizations		
Prisma for Sellers →	Seller workflow		
		Media Finance	
		Aura →	Estimates and costs
		Ignitia →	Media finance