



Adstanding Launches to Give Marketers and Media Buyers the Power to Buy Digital Out of Home Media Programmatically at Scale and with Ease

Focused exclusively on DOOH planning and buying, Adstanding launches today to connect advertisers with high-quality DOOH inventory across North America

Toronto, ON – June 27, 2022 – With the goal of providing brand marketers and media buyers the easiest and quickest route to buying and launching creative, [Atedra](#), a leading global provider of digital advertising solutions, today announced the launch of [Adstanding](#), an independent spin-off company focused exclusively on redefining Over-The-Top (OTT) advertising. The boutique, demand-side programmatic platform will focus exclusively at first on DOOH.

Adstanding's brand new self-service application is a singular destination for brands, media buyers, and inventory providers for DOOH planning and buying. Advertisers can use Adstanding's platform to access a network of 250,000 digital screens across 30 different environments and generate as many as 42 billion impressions each month. The company launches with partnerships with major OOH media owners and programmatic platform providers across North America.

"We are excited to see Atedra spin out its OTT division into an independent company," said Pierre-Antoine Fradet, CEO Adstanding. "Adstanding launches as a standalone company with 16 years of adtech expertise and 4 years of DOOH growth. We are incredibly proud of our achievements so far and the aggressive growth plan in front of us."

Programmatic DOOH continues to grow with its proven ability to help brands engage audiences at scale with dynamic, contextually relevant content. According to eMarketer, [programmatic DOOH spend in the U.S.](#) will reach \$533 million this year, up from \$181 million just two years ago. Through its intuitive, flexible, and fully transparent design and access to high-quality digital inventory across North America, Adstanding helps brands easily incorporate DOOH into their broader marketing strategies and achieve campaign objectives. Using Adstanding's self-service features, any advertiser can book a campaign with just a few clicks, no matter their level of DOOH buying experience.

"Adstanding demystifies and simplifies programmatic buying and selling of DOOH, enabling any marketer no matter their level of OOH proficiency to execute innovative campaigns, create meaningful connections with consumers, and deliver measurable ROI," said Genevieve Michaud, VP Alliances, Adstanding.

At launch, Adstanding includes digital inventory located in North America. The company is actively working to grow its internal team, establish a presence in multiple new markets, and expand the platform to include additional marketing channels, including Connected TV

advertising for which the company has already integrated many premium sources and is actively looking for more.

About Adstanding:

Adstanding, launched in 2022, is a boutique OTT DSP known to bring speed, ease, and scale to the complexity of DOOH planning and buying. It is an OTT spin-off of digital pioneer Atedra, launched in 2006. Adstanding is a proud member of IAB, DPAA, and COMMB. For more information, please visit <https://www.adstanding.com>.

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