

Magnite CTV Performance Marketplace

Magnite

First of Its Kind

Programmatic Made Easier, Leading to Superior Results

We remove all the complexities of the programmatic world. You choose what best fits your needs and what will drive performance for your business.

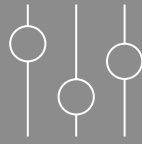
The CTV Performance Marketplace is the most powerful way to achieve performance in the programmatic space.

You're at the controls, and Magnite helps navigate. Contact us today to get started.



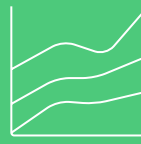
Choice:

You select your plan. We help you customize it.



Control:

You choose your audience. We help extend your reach.



Results:

You define success. Magnite helps optimize your campaign's outcome.



Expertise:

We have a decade of experience in helping performance marketing brands.

CTV Drives Exceptional Performance



38%

of households are not reachable via linear TV*



82%

of DTC shoppers take action after seeing an ad on CTV**



2X

as many DTC shoppers found CTV ads more relevant than linear TV alone**

*eMarketer, Feb 2020 | ** Magnite and Radius Global research study, April 2019

[Contact us](#) today to get started with the CTV Performance marketplace.



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Get Started with the Magnite CTV Performance Marketplace

Magnite

The Advantages of Digital. The Power of Television.

Scaled Activation: Fast & Easy



Immediate
Activation



More than 20 billion
weekly avails

20%-40%
off standard
market
floors!

Direct Access to Over 50 Participating CTV Publishers

pluto tv

CRACKLE

FOX

abc

amc

fubo TV

Discovery

newsy

philo

VIZIO

SAMSUNG

TASTEMADE

MLB.TV

NHL TV

cheddar

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