

SYNCBAK + SPOTX

Reach local TV audiences
anytime, anywhere, on any device.

Syncbak is the world's leader in live OTT, powering the delivery of more than 12 million hours of local TV programming each year to viewers nationwide. Representing 99 station groups and all major networks across 208 markets, Syncbak-powered content currently reaches 99 percent of U.S. households.



News, weather, sports, and entertainment

Reach local TV audiences across the nation at scale

The way people watch TV and access their local news has changed, with audiences of all ages increasingly choosing to consume content online. Syncbak takes a local over-the-air signal and sends it anywhere viewers are watching, including websites, mobile devices, connected TV, Apple TV, Roku, and more, allowing advertisers to reach online viewers in local markets across the country.

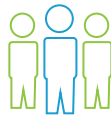
SpotX is the top video ad ecosystem

Providing Syncbak inventory across all screens accessible through the open marketplace or private marketplaces – including programmatic guaranteed.

With SpotX and Syncbak, you can reach highly engaged local TV audiences live or on-demand wherever they watch.



Millennials



Families



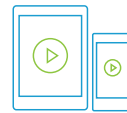
Baby boomers



CTV



Desktop



Mobile app



**1:1
Publisher DIDs**



**Curated
marketplaces**

Contact your SpotX or Syncbak representative today for more information.

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U.S. only