



# Context Distillery for Ads™

Match ads to the content your  
viewers consume



## DISCOVER

# How to tailor ads to video content

While enjoying a travel show, the last ad that your viewers would like to see is about deodorants. But what if you would display an ad related to the location they are just seeing on their screen?

With Context Distillery for Ads™ this is all possible: we enable video services to contextually match ads with the content they offer.

Our solution accurately distills context from video, connecting TV programs with relevant advertisements based on purely contextual data.



UNDERSTAND. DISCOVER. ENGAGE.

## IMAGINE

# The Benefits

- 1 Maximised ad perception and value**  
Make the perfect contextual match between the content viewers are watching and the advertisers' desires.
- 2 Privacy Friendly**  
No involvement of any third-party viewer data, ending up with optimal ad placement without experiencing any GDPR issues.
- 3 Higher effectiveness via enhanced audience segments**  
Improve and enhance your audience segments based on the topics the viewers actually watched.

[www.mediadistillery.com](http://www.mediadistillery.com)