



Your ads
will love it!

PLAYLISTS
TEMPLATES
IN-STREAM
PRE-ROLL, MID-ROLL,
POST-ROLL
LIVE-STREAM
FLASH PLAYER
TARGETING
SEAMLESS INTEGRATION
FREQUENCY CAPPING



About ADTECH

Companion ads and frequency capping

With the ability to synchronise video and rich media ads, ADTECH provides a valuable selling advantage to your advertising customers. Synched banners can be used to extend and reinforce the message of your video ads. ADTECH's platform also supports frequency capping. This feature allows you to prevent user fatigue by controlling the maximum number of times that a user sees a single video ad.

With ADTECH you are completely equipped for the video advertising market

Online video advertising is not a "one size fits all" business. There is no standard solution that can be used by universally to achieve optimal results. This is why ADTECH's video platform was created to be customisable and simple to integrate and operate. We allow you to define what works best for your business needs.

ADTECH is an international supplier of digital marketing solutions and is AOL Advertising's ad serving platform. The company's flagship product is an integrated ad server solution that enables web publishers, ad networks, agencies and advertisers to manage, serve and evaluate virtually any kind of online advertising campaign including display, video and mobile formats. ADTECH's solution differentiates itself from the competition through its scalable, enterprise-class infrastructure and user-friendly tools, providing users with increased efficiency, reliability and ROI for their online advertising business. ADTECH customers include major players like BSkyB, Hi-media, Gannett and Fox Networks. ADTECH AG is a wholly-owned subsidiary of AOL LLC.

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Video Ad Serving

for Publishers, Ad Networks,
Agencies and Advertisers

With the addition of video ad serving, ADTECH provides publishers, ad networks, agencies and advertisers with a powerful tool that enhances any online video business model.

One platform for the three verticals of your online business

Create, manage and monitor video campaigns that complement display campaigns with ADTECH's complete platform for display, video and mobile ad serving. The costly investment of three new systems is no longer necessary.

Rolling out cross-platform video ads

ADTECH offers all features necessary for rolling out cross-platform video campaigns. Videos are configured to work with virtually any type of player. Standard banner templates and intuitive user interface speed up the booking process of video campaigns and simplifies workflow.

Innovative advertising worlds

ADTECH's ad serving platform supports all of the latest video formats such as pre-, mid-, post-roll, and overlays. Individual playlists and combination formats can be synchronised with video and display ads.



Full control over your video campaigns

Manage and administer complex video campaigns without any extra investment of time and effort. With ADTECH, you can easily create and monitor your video ads using the same intuitive booking process and reporting you experience with display ads.

Video ad hosting

- Video files can be hosted on ADTECH server
- Video files can be hosted on customer / 3rd party (streaming) servers
- Invoice support for video ad hosting

An overview of further advantages:

- **Simple booking process with banner templates**
- **Advanced tracking functions** such as ad impressions, clicks, playback frequency, mouseovers, and more
- **Comprehensive targeting options** including geo-targeting, keywords, language and operating system to increase the efficiency of video ad campaigns
- **Continuous adaptation of the platform to keep ahead of new market needs and advertising formats**
- **Smooth integration into your workflow with a dedicated client service team and 24/7 support**

ADTECH gives you a competitive advantage

Contact ADTECH to find out more about how we can transform your ad serving and maximize your competitive advantage online.