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Artivision To Introduce Programmatic TV Advertising To Israel

- ***Media solutions subsidiary signs pilot collaboration agreement with global advertising agency***
- ***Marketers will be able to synchronise ads across different platforms to reach consumers accustomed to using multiple devices at the same time***
- ***Agreement expected to generate estimated gross revenue of up to 20 million Israeli Shekels (approx. S$7.2m) over a period of time to be agreed upon by the parties***

SINGAPORE, 15 APRIL 2016 – Artivision Technologies Ltd. ("Artivision" or the "Company", and together with its subsidiaries, the "Group") said today its media solutions subsidiary has signed an agreement with a global advertising agency (the "Counterparty") to serve advertisements ("ads") on television in Israel, effectively expanding its ads delivery platform beyond online videos.

In a milestone for the country's media industry, Israel will be introduced to programmatic TV advertising through a pilot collaboration between Artimedia Technologies Ltd ("Artimedia") and the Counterparty.

Under this agreement, Artimedia will develop a programmatic TV buying system, in consultation with the Counterparty, to enable marketers and/or advertisers to do programmatic TV advertising. With programmatic TV advertising, marketers are able to rely on specific audience data to plan and execute advertising campaigns. The entire process, from planning to execution, is fully automated.

With the programmatic TV buying system, advertisers will be able to reach consumers more effectively as their advertising campaigns will be based on specific information about their target audience, such as their personal interests, rather than just on TV-show ratings and generic demographics.

Marketers can also use Artimedia's programmatic advertising network (which will include Artimedia's programmatic digital advertising system and the programmatic TV buying system) to synchronise advertisements across TV, desktop computers and mobile devices, simultaneously reaching consumers who are accustomed to using multiple devices at the same time.

With this network, marketers can quantify and assess the impact of their TV ads, as well as online-video advertising campaigns, using a standard measurement to determine how much they want to spend on advertising. For TV programmes, marketers typically rely on Television Rating Points ("TRP") as a measurement and for online videos, measurements such as Cost Per View and Cost Per Thousand Impressions are widely used.

Because of these different approaches for measuring audience reach, marketers are unable to allocate their budgets for advertising campaigns involving both TV and online videos effectively. To address this issue, Artimedia has developed a new metric ("arTRP") to standardise measurements across the digital and TV systems. The Israeli government rating committee has confirmed to adopt arTRP as the new standard measurement for measuring TV ratings in the country.

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The estimated gross revenue expected to be generated from this agreement is up to 20 million Israeli Shekels (approximately S$7.2 million) over a period of time to be agreed upon by both Artimedia and the Counterparty. The gross revenue and net profit generated from this agreement will be shared between Artimedia and the Counterparty in an agreed proportion.

Artimedia has already made major inroads into the online-video advertising market in Israel. Since January 2015, it has been working with leading news and entertainment portals, which collectively make up the vast majority of the online premium-content video market in the country, to promote their videos to advertisers. Its technology works on online videos viewed on desktop computers and mobile devices.

“TV advertisers have traditionally relied on generic demographics and programme ratings to reach consumers. These alone are not enough for advertisers to get their messages across to their intended audience. But if we can use specific audience data to identify and serve ads that are relevant to the viewer, advertisers will be able to do their job much better. This is exactly what our technology will achieve,” said Dr Ofer Miller, Artivision’s Chief Technology Officer and co-founder.

“In addition, we are providing advertisers a platform to concurrently reach their target audience through not only TV but also online videos. Our arTRP metric will help advertisers design their online and offline campaigns more effectively by standardising rating measurements across platforms. This way, advertisers will know how best to allocate their resources for campaigns meant for both online videos and TV,” Dr Miller added.

This agreement comes just weeks after Artivision launched a rights issue to raise net proceeds of up to S$26.1 million to strengthen its balance sheet, fund the expansion of its media solutions business, and repay bonds.

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Issued on behalf of the Group by WeR1 Consultants Pte Ltd.

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About Artivision Technologies Ltd

Founded in 2004 and headquartered in Singapore, Artivision has two main businesses. Its media solutions subsidiary, Artimedia Technologies Ltd., provides advanced video advertising technologies and platforms that reach millions of viewers across the globe every day.

Artimedia's video advertising platforms and innovative content-synchronized formats enable advertisers, agencies and advertising networks to deliver integrated video ads that optimise performance, engagement and reach, while maintaining the best user-viewing experience. Artimedia helps online video publishers maximize monetization of their video assets without alienating users.

Artivision's wholly-owned contract manufacturing subsidiary, Colibri Assembly (Thailand) Co. Ltd., makes disk drive technology products for a US-based multinational corporation, which itself is a contract manufacturer.

For more information, visit www.arti-vision.com

This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, Canaccord Genuity Singapore Pte. Ltd. ("Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("SGX-ST"). The Sponsor has not independently verified the contents of this press release.

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