

Atedra Partners with NYIAX to Empower its Partners to Benefit from the Future of DOOH Advertising Today

Toronto, CA and New York, NY — November 23, 2020 **Atedra**, a leading global provider of digital out-of-home (DOOH) advertising solutions, today announced a powerful new partnership with **NYIAX**, the world's first and most active upfronts marketplace and advanced contract management exchange by volume and users.

The unique partnership allows DOOH advertisers to reserve or buy future DOOH inventory supplied by Atedra across the NYIAX marketplace. The move extends the value that Atedra's DOOH advertising and publishing partners receive by allowing them to showcase advertising opportunities to new demand sources and ad buying partners on the NYIAX marketplace. It also makes Atedra's inventory immediately available to buyers. Lastly, it provides all parties with true transparency throughout their transaction lifecycles. Historically, transparency has been a huge issue based on the inability for transacting parties to view common campaign metrics.

"Through the NYIAX marketplace, our partners now have access to top advertisers sourced across today's major advertising holding companies and leading independent agencies," said said Atedra President and CEO Pierre-Antoine Fradet. "From today on, our partners can now reap the rewards of the future of advertising as we help them benefit from DOOH futures investing on the NYIAX platform."

"What Atedra is doing for its partners is incredible, but no surprise," said Carolina Abenante, co-founder of NYIAX. "Atedra has always set the bar high as the first digital-out-of-home audience platform in the world to be able to change a DOOH screen based on who's in front of it in real time, and then again, when they began to offer ad agencies and advertisers a 360 spectrum of product offerings with digital, mobile and DOOH into one platform. By turning on the power of futures advertising via NYIAX, they've all but won the game."

To learn more about the NYIAX platform, contact info@nyiix.com.

About Atedra

Atedra, a company founded in 2006, won recognition through its vast digital network and programmatic capabilities. Recently launching their Digital-out-of-home audience platform and first in the world to be able to change a DOOH screen based on who's in front of it in real time, it now offers ad agencies and advertisers a 360 spectrum of product offerings with digital, mobile and DOOH into one platform. Atedra's technology is proprietary: DSP, SSP, DMP, AI, Ad server & CMS. Atedra is proud TAG member with offices in Montreal, Toronto and New York.

About NYIAX

NYIAX (<https://www.nyiix.com>) is the world's first upfronts marketplace and advanced contract management platform, providing advertisers and publishers a platform to buy, sell and trade premium advertising contracts in a forward/futures methodology every day. As the first and only trusted, transparent and curated marketplace built on Nasdaq technology, the NYIAX platform offers global market-tested trust, transparency and curation to help users identify and unlock the true value of media.