

Mirriad at a glance

We deliver

WORLD-CLASS TECHNOLOGY

Our offer allows advertisers to reach viewers when they're emotionally engaged by embedding brand messaging in relevant premium content. It's a new, easy-to-plan ad solution for reaching large target audiences, and one that cannot be skipped or blocked.

1 Standardised ad units

Mirriad In-Video Advertising units are 10 seconds of quality exposure, sold and measured on an audience basis. Each unit meets industry standards for exposure, size and proportion, exposure clarity, duration, proximity to action, and prominence.

2 Enterprise-class platform

The Mirriad In-Video Platform is our secure enterprise-class platform that presents available ad inventory by audience, ad unit impressions, brand relevance, flight, frequency and budget. It provides a frictionless experience for planning, buying and executing large-scale campaigns across multiple shows and episodes.

3 Genius technology

Our Academy Award-winning team has merged advanced video technology, AI and an enterprise-class platform to deliver the magic that is Mirriad In-Video Advertising.

We use computer-vision algorithms to automatically track and analyse video, and our algorithms use machine-learning techniques to automatically suggest ad locations.



Learn more at mirriad.com

We deliver benefits for

DISTRIBUTORS

Our solution allows networks to generate new revenue from existing premium content without compromising audience enjoyment:



Grow revenue
Create new ad inventory from within existing premium content



Engage viewers
Deliver a better, uninterrupted experience which viewers demand



Reduce churn
Keep viewers engaged with premium content



Create inventory
Offers existing advertisers more, and new ones a fresh proposition



Drive innovation
Provide a low-overhead technology solution that's easy to deploy and manage



Improve performance
Offer premium in-video ad units that consistently deliver worldwide



We deliver benefits for

ADVERTISERS

Mirriad In-Video Advertising is a new solution for scalable ad campaigns that drive measurable value for brands:



Effective
Hit brand KPIs by connecting with audiences when engaged with their favourite shows



Scalable
Plan, buy, and execute large-scale campaigns with the same control as any other video ad



Efficient
Extend an advertising budget with year-round campaigns using existing collateral



Unskippable
As part of the show, ads can't be skipped or blocked on any screen



Targeted
Safely advertise in premium content perfectly relevant to an audience and a brand



Flexible
Execute stand alone or as part of an integrated campaign with minimal lead times