



European-Built Adtech: smartclip Acquires Realytics to Form Joint Offer and Accelerate the Convergence of Video Advertising Ecosystems, Including Broadcast and Digital TV

- *The combined offering solves the complexities of attribution reporting in advanced TV advertising*
- *Transparent, industry-accepted methodologies allow use of diverse, client-relevant datasets in a privacy compliant way, within one platform*
- *The partnership marks smartclip's entry into the French market, while Realytics' services will be available across all smartclip markets*

Hamburg / Paris, 12 May 2022 – smartclip, the adtech company of RTL Deutschland, today announced the acquisition of Realytics, adtech pioneers spearheading the convergence between TV and digital in France and Europe. Together, the adtech solutions of both companies will be in a position to manage the entire adtech value chain, including classical linear TV buying.

Realytics' proprietary demand side platform (DSP) Adkymia complements the smartclip supply side platform (SSP) and ad server to create a true competitive advantage in the adtech market, by giving access to a) powerful attribution capabilities and data, enabling advertisers to attribute TV viewers to their digital customer journey and b) solutions for automated data-driven linear TV buying. Adkymia adds access to buy side and advertiser data to the RTL Group adtech offering and enables sophisticated ad decisioning algorithms that are able to compete with digital tech powerhouses.

“Realytics systematically analyses the impact of TV advertising on advertiser websites and leverages these data points with state-of-the-art AI algorithms for better decisioning in traditional linear TV buying,” stated Thomas Servatius, Co-CEO and Managing Director at smartclip Europe. “This is another important piece, complementing the recently announced TechAlliance, a joint venture with Amobee offering a cross-screen DSP for programmatic TV buying. The acquisition of Realytics enables us to tap into all touch points of sales and usage data and offer advertisers an all-encompassing view into TV audiences out of one hand. Realytics clearly meet the market's expectations regarding specific knowledge about drive-to-web and deliver comprehensive data about the customer journey of TV audiences.” The integration of Paris-based Realytics into smartclip's adtech stack marks the entry for smartclip's business into the French market, adding a local team of 25 employees. The company has ongoing relationships with all TV broadcasters in France — including TF1, FranceTV, Canal+, and M6.

“Through the acquisition by smartclip we embark on a journey to extend the unique capabilities of the Realytics attribution and Programmatic TV offering across Europe”, said Guillaume Belmas.

“Together we are developing a robust end-to-end ecosystem complying with the individual requirements of broadcasters and advertisers. We share a common vision of the TV media evolution and its convergence with the digital world. Our joint ambition is to offer a unified pan-European technology solution specifically tailored to local market needs.”



The Realytics brand and offering will stay unchanged. The leadership and founders of Realytics Guillaume Belmas, CEO, Sebastien Monteil, CTO, and Vincent Nguyen Huu and Gregory Bittan, both Senior Engineering Managers, will continue in their current positions.

smartclip

smartclip is the adtech development unit of RTL Group — Europe's leading free-to-air broadcaster group. Our proprietary technology is custom-built for the needs of European broadcasters and publishers — enabling media owners to implement smarter monetisation strategies. We are committed to delivering the most innovative video ad experiences spanning in-stream, out-stream, connected TV, addressable TV, and gaming — ultimately empowering brands with true cross-screen storytelling opportunities on all devices. In the near future, our media sales division will merge with RTL AdConnect and G&J iMS to form an international advertising sales champion.

Headquartered in Hamburg, smartclip has offices in Berlin, Munich, Düsseldorf, Gütersloh, Stockholm, Oslo, Helsinki, Amsterdam, Milan, and Rome.

Please visit www.smartclip.tv and follow us on [Twitter](#) and [LinkedIn](#).

Realytics

As the technology leader in TV-digital Convergence, since 2014 Realytics has been offering a wide range of solutions to brands and their agencies wishing to measure, analyse and optimise their TV performance campaigns. In October 2019, Realytics launched Adkymia, the first multi-channel programmatic linear TV platform. This made Realytics the industry pioneer of TV media buying digitization. Realytics helps more than 650 brands in France and abroad, whatever their size and level of maturity in TV advertising, including CDiscount, SNCF Group, Leboncoin, Nespresso, Aramis auto, The Fork, La Poste Group, Ornikar, Blablacar.

For more information visit www.realytics.io and www.adkymia.com.

Media Contact

smartclip:

Kathrin Müller

Executive Director | PR

& Communications

T: +49 (0) 40 286 686 117

M: +49 (0)173 345 29 60

E-Mail: kathrin.mueller@smartclip.tv

Realytics:

Cyrille Billon

Phone: +33(0)6 58 55 24 35

E-mail: cbillon@realitics.io