

The Ultimate Destination for Storytelling Is Now Addressable

Magnite





AMC Networks, who is a proud member of Project OAR, is now offering programmatic addressable linear inventory through Magnite

AMC NETWORKS

Benefits

-  Scalable solution for maximizing the value of linear inventory
-  Incremental audience reach
-  Better ad viewing experience due to personalization
-  Easy activation with programmatic buying

Capabilities

-  Real-time, programmatic bidding into live linear cable and satellite TV
-  Content runs across live linear and on-demand, recorded linear content
-  One-to-one ad replacement representing a single ad spot on a single device
-  Buying is similar to standard CTV, meaning there is no set breaks, dayparts, or positions to bid on

