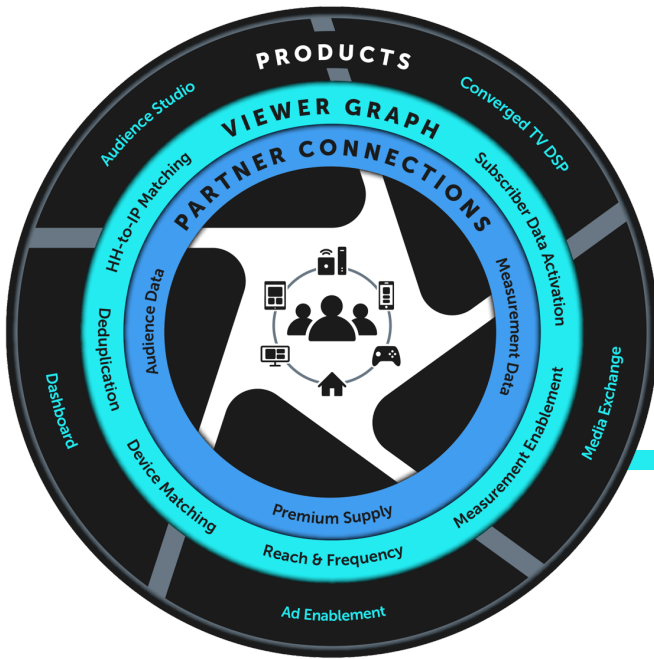


Aperture MX Overview

A leading independent supply source



THE PROGRAMMATIC GATEWAY FOR AD BUYING ON CTV, VIDEO, AND DISPLAY ACROSS ALL SCREENS AND DEVICES

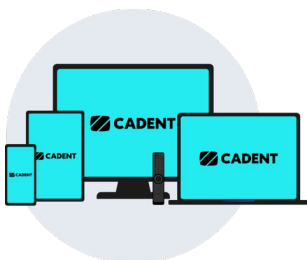
Aperture MX is the newest product within the Cadent Aperture Platform enhancing the ability to access premium supply at scale with speed and transparency through direct paths with fewer intermediaries for greater impact and efficiency.

FLEXIBLE & AGILE SOLUTIONS

- **OPEN MARKET SOLUTIONS** (OpenRTB) for real-time bidding at competitive market pricing in a secure platform.
- **PRIVATE MARKETPLACE (PMPs)** transactions in a secure, transparent, and trusted protocol.
- **DATA-CONNECTED PMP (DCPMP)** connecting designated audience segments to find your niche audience.
- **CUSTOM MARKETPLACE (CMP)** to create flexible and agile controls to fit specific business needs.

YOUR APERTURE MX ADVANTAGE

- **EXTENSIVE SCALE** Reach niche and precise audiences across all channels with 1-to-1 deterministic household-level targeting.
- **DIRECT SUPPLY SOURCE** Secure clean and direct supply with long-standing publisher and content relationships.
- **PATENTED TECHNOLOGY** Optimize supply routes with speed and efficiency.
- **TRANSPARENCY + COST EFFICIENCY** Eliminate waste and lower costs with transparent bid parameters.



UNIFY YOUR DATA & INVENTORY, AND EXTEND YOUR REACH

Cadent is a trusted partner with holding companies, agencies, and brands, simplifying the execution of cross-screen TV advertising through Aperture Platform — the largest independent platform for advanced TV buying. We provide data-driven solutions to efficiently build and activate video or display campaigns across any media while optimizing targeting and measurement for maximum returns on your investment.

How Aperture MX Works with DSPs



MAKE THE MOST OF YOUR MEDIA INVESTMENT

Benefit from planning, activating, and measuring media buys through one platform ensuring higher fidelity, increased efficiency, and minimal waste.



PREMIUM SUPPLY

Connect to premium supply from publishers across CTV, OLV, and display, matching your campaign needs.



UNIFIED TV & DIGITAL AUDIENCES

Leverage Aperture Viewer Graph and Audience Studio to curate at the household level and reach your audience.



LINEAR REACH EXTENSION

Leverage knowledge and expertise to add unique Network Cable & Broadcast Supply.

For more information about how Cadent can work for you, contact a sales representative or visit us at cadent.tv.

Only Cadent brings together TV inventory and audience data in a single platform – at national scale. Buying and Selling cross-screen TV advertising has never been easier.