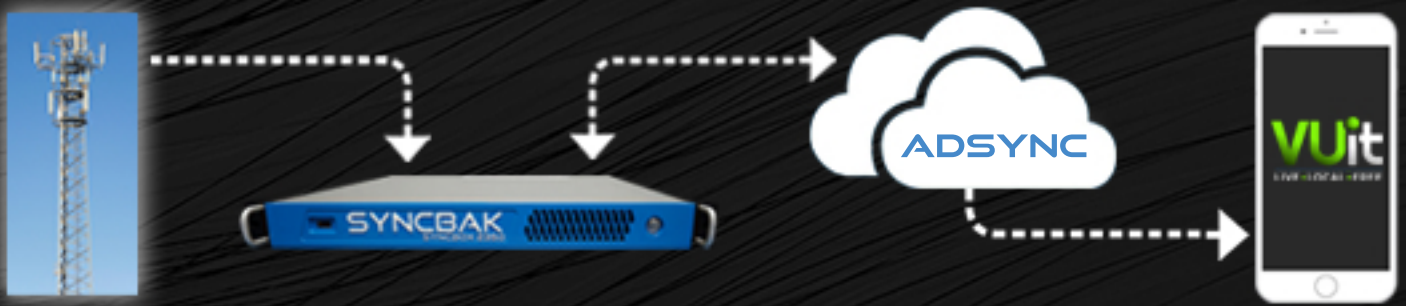


# ADSYNC

Syncbak's proprietary DAI technology.

## Where is adSync activated?

Syncbak ingests the signal from the local broadcast station directly into the Synbox, packaging the stream for OTT delivery. adSync is activated in the cloud, before the stream is delivered to the viewer destination. One of those destinations is Syncbak's direct-to-consumer OTT app, VUit.



## What does adSync do?

Syncbak's technology ties into station automation, allowing adSync to remove over-the-air ads and replace them with ads customized to the viewer. Ad requests are replaced by spots sold locally by the station affiliate or programmatically through Syncbak's network of DSPs.



# SYNCBAK

# ADSYNC

Syncbak's proprietary DAI technology.

## Why adSync?

100% brand-safe content:

- Live broadcast news, sports & weather
- Live and on-demand original programming
- Award winning on-demand programming
- Live original content

Serving ads across all popular devices:

- Desktop and mobile web
- iOS and Android
- Apple TV, Roku and FireTV
- Coming soon: Chromecast & Smart TVs



Over 350  
Million  
Avails  
Monthly

## What our Broadcasters are Saying

adSync works smoothly with all systems, eliminating the need to employ additional systems and teams.

Syncbak maximizes revenue for stations, using programmatic to fill the gap between what ad teams sell locally and the total amount of inventory available.

The team at Syncbak seals the deal. They are service-oriented and acting like an in-house ad team.

# SYNCBAK