

engage:BDR Ltd

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engage:BDR integrates leading US digital TV player into its platform, expands TV and video reach

Engage:BDR (ASX:EN1) has integrated leading US digital TV player Comcast FreeWheel into its platform, further expanding its reach into the TV and video ecosystem.

As one of the largest video supply-side platforms with a focus on digital, FreeWheel will bring new top-tier TV network supply and reach across digital screens for engage:BDR.

Since FreeWheel is a Comcast subsidiary, Comcast's TV networks are synced with the FreeWheel ad server platform for buyers to access and includes networks such as ESPN, Fox, Viacom and Charter.

The integration will not only enable access to premium TV publishers with a footprint in Asia Pacific and European regions but will provide access for engage:BDR to offer addressable TV to its customers.

Incremental growth in revenue

Engage:BDR said the integration will work to optimise ad monetisation, improve the company's CTV and OTT presence and ultimately contribute to incremental growth in revenue.

It also said the company is confident this integration will contribute substantially to financial targets in the coming months.

READ: engage:BDR hits 175 integrations with new partnerships signed

Founded in 2007, FreeWheel seeks to automate media planning, buying and selling while maintaining transparency and production control to help improve advertisers buying plans.

FreeWheel has been instrumental in helping bridge the links between linear TV and digital, alongside its corporate sibling NBC Universal and works with publishers, advertisers and marketplaces to drive optimised transactions within the TV space.

- Jessica Cummins

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Price: A\$0.046

Market Cap: A\$21.26M

1 Year Share Price Graph



Share Information

Code: EN1

Listing: ASX

52 week High Low
A\$0.19 A\$0.01

Sector: Tech

Website: engagebdr.com

Company Synopsis:

engage:BDR & Ltd (ASX:EN1) is listed on the Australian Securities Exchange.

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