



Asiaray Officially Launches DOOH Programmatic Transaction Platform with The Trade Desk and Magnite

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To reach online marketers worldwide and create synergies across OOH and online platforms

(Hong Kong, 8 December 2020) – **Asiaray Media Group Limited** (“Asiaray” or the “Group”; stock code: 1993), an outstanding out-of-home (“OOH”) media company with a strategic focus on airport, metro line and high speed rail line advertising, has announced the launch of its Digital Out-of-Home (DOOH) programmatic transaction platform with The Trade Desk (NASDAQ: TTD) and Magnite Inc. (formerly known as the Rubicon Project and Telaria), marking a significant milestone for the Group. The cooperation will enable Asiaray to programmatically trade its DOOH display and video inventory across offline and online platforms providing an opportunity to capture the attention of worldwide marketers.

Building on Asiaray’s successful programmatic DOOH project with Magnite which commenced in January 2020, Asiaray is pleased to announce the partnership with The Trade Desk, a global advertising technology company that empowers advertisers to execute data-driven digital advertising campaigns across various ad formats and devices. This campaign marks a key milestone for Asiaray’s Offline and Online New Media Strategy, which created the connection between offline DOOH media and programmatic advertising. Leveraging Magnite’s independent omnichannel sell-side advertising platform, Asiaray is able to offer its DOOH billboards in Hong Kong on The Trade Desk, generates great synergies between the two parties, providing marketers an additional media buying option as well as creating a new channel for the Group to reach out to potential online marketers worldwide.

Furthermore, the strategic partnership has successfully marked the first-ever programmatic guaranteed DOOH campaign for Magnite and The Trade Desk in Hong Kong, which is a transformation from the traditional concept of conducting transactions at fixed prices and fixed times to online platform transactions. This will enable guaranteed media buying patterns, allowing media buyers to maximize their ad exposure. This also marks the first time in the DOOH industry to have programmatic transaction technology successfully integrated into The Trade Desk’s platform. In this cooperation, Asiaray will leverage the strength of its pioneering Offline and Online New Media Strategy, facilitating advertisers with technology supporting audience segmentation and verification measurement to adopt a flexible way for buying and to help brands to deliver a more targeted, unified and holistic experience to consumers. The programmatic automation empowers the DOOH addressability based on the number of audiences in the proximity of the screen. The object recognition technology can be coupled to provide probabilistic audience segmentation and support measurement verification.

Mr Vincent Lam, Founder, Chairman and Executive Director of Asiaray, said, “Given the proliferate growth of DOOH, we are delighted to have secured new programmatic cooperation with two of the world’s major adtech players – Magnite and The Trade Desk. This campaign makes a key milestone for Asiaray’s Offline and Online New Media Strategy, which created a strong connection between offline DOOH media and online advertisement buying. What is more, the cooperation will provide us a chance to reach out to a different group of usual online advertisers, thus to expand our clientele and eventually expand the Group’s penetration in the market. Looking ahead, Asiaray will continue to work closely with our partners to develop even more effective media solutions for advertisers to generate greater value of the campaign.”

Mr Yogesh Sehgal, Country Manager, Asia of Magnite, said, “This campaign shows the immense possibilities for buyers when combining a high impact format like DOOH with the automated buying of Programmatic Guaranteed, which still allows flexible targeting but guarantees access to premium inventory. We are proud to have worked with our partners to facilitate this important milestone, and look forward to running more campaigns in the near future.”

Mr Doug Choy, Senior Director, Inventory Partnerships of The Trade Desk, said, “In this world of new technologies, programmatic buying in advertising is certainly a growing trend, and The Trade Desk is delighted to partner with Asiaray and Magnite to introduce our first offline media resources. Marketers now have the opportunity to access inventory for DOOH billboards in Hong Kong through our platform, thereby helping them achieve their greater business objectives. In all, we are very excited in our continued partnership with Asiaray as we help advertisers shift to programmatic buying.”

About The Trade Desk™

The Trade Desk™ is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and enterprise APIs enable custom development on top of the platform. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific. To learn more, visit thetradedesk.com or follow us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

About Magnite

We’re Magnite (NASDAQ: MGNI), the world’s largest independent sell-side advertising platform that combines Rubicon Project’s programmatic expertise with Telaria’s leadership in CTV. Publishers use our technology to monetize their content across all screens and formats—including desktop, mobile, audio and CTV. And the world’s leading agencies and brands trust our platform to access brand-safe, high-quality ad inventory and execute billions of advertising transactions each month. Anchored in sunny Los Angeles, bustling New York City, historic London, and down under in Sydney, Magnite has offices across North America, EMEA, LATAM and APAC.

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About Asiaray Media Group Limited (stock code: 1993.HK)

Established in 1993, Asiaray is an outstanding out-of-home media company in Greater China with a strategic focus on airport, metro line and high speed rail line advertising. Currently, the Group's business network covers nearly 40 cities in Greater China with media resources at over 33 airports (including exclusive concession rights at 26 airports and Sanya Phoenix International Airport Terminal Two, Hainan) and has exclusive concession rights to mainstream media resources of 19 metro lines in Greater China, Guangzhou Shenzhen Hong Kong High Speed Railway (Hong Kong Section), the Hong Kong-Zhuhai-Macao Bridge (Zhuhai Port), the Singapore Thomson-East Coast MRT Line (TEL) and KMB and LWB. In recent years, the Group has also granted the advertising media concession rights of Chengdu Tianfu International Airport, Kunming metro line, Kunming Railway Station and Lajiang Railway Station.

Asiaray is also committed to invest in corporate social responsibility and environmental protection initiatives. The Company has been awarded the "Hong Kong Awards for Environmental Excellence (HKAEE)" and the "Hong Kong Green Organisation" for four consecutive years; and also named a "Caring Company" for ten consecutive years.

For more details about Asiaray, please visit its official website: www.asiaray.com or follow the Group's WeChat via the QR code below (ID: asiaray_airport or 雅仕維傳媒集團).



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