



Viant Partners With Beachfront to Scale Real-Time Programmatic Buying of Linear and CTV

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Becomes the First DSP to Support Beachfront's Linear TV Inventory

IRVINE, Calif.--(BUSINESS WIRE)--Nov. 3, 2021-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leading people-based advertising software company, and [Beachfront](#), the convergent TV advertising platform, today announced the integration of Beachfront's premium linear and connected TV (CTV) inventory into Viant's Adelphic® advertising software. With the integration, Adelphic becomes the first demand-side platform (DSP) to support Beachfront's unique linear TV inventory, which is enabled for real-time bidding.

The integration brings traditional and CTV ad buying one step closer to broad adoption within the programmatic marketplace, all of which are rapidly evolving. An eMarketer report released last month revealed that the number of free premium video streaming viewers in the U.S. will increase by 18.4% to 89.2 million this year, reinforcing the value and timeliness of this partnership.

"Our partnership with Beachfront builds on Viant's longstanding commitment to offering next-generation solutions that unlock more efficient, uniform campaign executions," said Jon Ahuna, Senior Vice President of Technical Operations, Viant. "By bringing real-time, programmatic buying technology to traditional TV environments, we're democratizing access to premium TV inventory, which both makes it easier for brands and agencies to invest ad dollars in TV and accelerates the time it takes them to activate TV ads."

The partnership scales the pool of Adelphic's cross-platform TV supply and enables Viant's brands and agencies to plan and automate linear and CTV advertising campaigns through the Adelphic software. Beachfront's premium TV inventory spans CTV, set-top box video-on-demand (VOD), linear, and national addressable environments and includes premium episodic content from leading media owners, programmers, and distributors.

"Shifting viewership habits coupled with the convergence of traditional and streaming TV have driven a rapid acceleration in demand for unified ad buying across all television platforms," said Daniel Church, Head of Advanced TV Product, Beachfront. "We are excited to continue bridging linear and connected TV environments for media buyers through this partnership, and to help our programmer and distributor partners drive stronger monetization by accessing Adelphic's programmatic trading clients in real-time."

About Beachfront

Beachfront is the convergent TV advertising platform that enables unified decisioning and monetization across Connected TV (CTV), set-top box video-on-demand (VOD), linear, and national addressable television. Leading media owners, programmers, and distributors such as AMC, VIZIO, Newsy, Stadium, Frontier, Philo, and Xumo leverage Beachfront's TV-first tech stack to maximize revenue and improve operational efficiency, while delivering best-in-class ad experiences to their audiences. Founded in 2007, Beachfront is an independent, private equity-backed company based in New York City. In 2017, former U.S. Secretary of Commerce Penny Pritzker, through her investment firm [PSP Partners](#), acquired a majority stake in Beachfront along with [Growth Catalyst Partners](#). Learn more at [beachfront.com](#).

About Viant

Viant® is a leading people-based advertising software company that enables marketers and their agencies to centralize the planning, buying and measurement of their advertising investments across most channels. Viant's self-service Demand Side Platform (DSP), Adelphic®, is an enterprise software platform enabling marketers to execute programmatic advertising campaigns across Connected TV, Linear TV, mobile, desktop, audio, and digital out-of-home channels. Viant's Identity Resolution capabilities have linked 115 million U.S. households to more than 1 billion connected devices and are combined with access to more than 280,000 audience attributes from more than 70 people-based data partners. Viant is an Ad Age 2021 Best Places to Work award winner and the Adelphic DSP is featured on AdExchanger's 2021 Programmatic Power Players list. To learn more, visit [viantinc.com](#) and [adelphic.com](#) or follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

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