



Viant Expands Publisher Solutions to Unlock Greater Performance and Transparency

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Smarter insights, stronger monetization and clearer signals for CTV and programmatic

IRVINE, Calif.--(BUSINESS WIRE)--Jun. 11, 2026--

[Viant Technology Inc.](#) (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced the launch of its enhanced Publisher Solutions, a centralized tool set that provides seamless access to critical insights and monetization intelligence across the Viant advertising platform. These solutions are designed to enable advertisers to access higher-quality and better-addressable inventory at scale, while providing publishers greater transparency into supply quality and enhancing their ability to monetize their inventory. Unlike many competitive solutions that introduce additional fees, [Viant Publisher Solutions](#) are available at no cost to publisher partners.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260611878880/en/>



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addressability and content intelligence. These inputs directly influence how the Viant ad platform values inventory, allocates spend, and optimizes campaign performance.

"Today's programmatic ecosystem requires deeper alignment between premium supply and brand advertisers," said Tim Vanderhook, CEO, Viant Technology. "With Viant Publisher Solutions, we are creating a more transparent and efficient marketplace, giving publishers control and insight into their inventory while enabling advertisers to access premium, signal-rich supply that drives real, measurable outcomes."

Viant operationalizes these capabilities, giving publishers a single place to manage and maximize their integration with Viant's ad platform. By strengthening key inputs such as identity, content, supply path, and signal coverage, publishers can directly impact how effectively the DSP bids—creating a clear and measurable link between adoption and monetization outcomes. Viant Publisher Solutions have already been broadly adopted across the programmatic ecosystem, representing some of the most-watched streaming content in the world, with continued expansion throughout 2026.

"As a publisher, creating more direct relationships with DSPs is increasingly important to maximize both transparency and monetization," said Vijay Rao, Senior Vice President of Partnerships at Tubi. "Viant's Direct Access framework gives us a way to collaborate more closely, improve signal quality, and unlock incremental revenue opportunities without additional platform fees."

There are four core features of Viant Publisher Solutions:

- **SupplyIQ:** Viant's SupplyIQ reporting solution ensures that Viant only bids on inventory that meets the signal quality thresholds required to drive advertiser outcomes. By continuously evaluating signal coverage, SupplyIQ gives Viant's bidder a clear, accurate view of supply and deprioritizes inventory that cannot be evaluated with confidence. Publishers who want to maximize their eligibility for Viant demand can use SupplyIQ's reporting layer to understand exactly how their inventory appears to the DSP and where improvements will directly impact monetization.
- **Direct Access:** Viant's Supply Path Optimization (SPO) framework connects advertisers to premium CTV and digital inventory through the most direct and cost-efficient paths available. By eliminating unnecessary intermediary hops, Direct Access reduces auction noise and ensures a greater share of every advertiser dollar goes toward working media, not fees. Unlike competing SPO programs that charge publishers a percentage of advertiser spend, Viant charges publishers nothing. Currently, 85% of CTV spend on the Viant platform is transacted through Direct Access.
- **Household ID:** Viant's publisher Household ID (HHID) integration enables publishers to sync their first-party data into Viant's deterministic identity framework, increasing addressability and measurement capabilities. Advertisers benefit from more accurate audience targeting, cross-device frequency management, and improved attribution.
- **IRIS_ID:** Viant's content identification and targeting solution allows publishers to map their video content to standardized IRIS Content IDs, unlocking new monetization strategies based on content-level signals. Advertisers can now target and measure campaigns at the content level, improving contextual alignment and engagement.

Built for Transparency, Efficiency, and Performance

Viant is addressing the fundamental inefficiencies in programmatic advertising by helping to ensure advertisers access more addressable, signal-rich inventory - improving campaign performance while maximizing the share of every dollar that goes toward working media. Publishers are motivated by a direct link between signal quality and monetization: the better their inventory is represented within the Viant ad platform, the more effectively Viant bids on it. This incentive structure continuously raises the quality and transparency of supply across the open internet, ultimately driving stronger

Viant Publisher Solutions features all-new SupplyIQ, a detailed, publisher-specific dashboard which includes key performance data around Direct Access, Household ID (HHID), and IRIS_ID to form a unified framework focused on improving signal fidelity, supply path efficiency, audience

performance for buyers and sellers alike.

"In CTV, transparency and innovation are not just nice to have; they are the foundation of effective advertising. Viant delivers on both, and their Household ID and identity framework gives Molson Coors the future-proofed foundation to power our marketing effectiveness and digital transformation ambitions in 2026 and beyond," said Brad Feinberg, Vice President, Media & Marketing Operations, Molson Coors Beverage Company.

Viant Publisher Solutions are available to Viant's partners now at no cost. For more information, visit viantinc.com/solutions/publisher.

About Viant

Viant Technology (NASDAQ: DSP) is an exclusively buy-side, AI-powered advertising platform purpose-built for CTV. Viant uniquely combines proprietary content intelligence, household-level identity resolution, and person-level attention signals to connect advertisers with real customers and drive measurable outcomes across the open internet. Through its award-winning AI solutions, Viant is building the future of autonomous advertising, where AI doesn't just assist the campaign, it delivers real results. Learn more at viantinc.com.

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Media Contact:

Marielle Lyon

press@viantinc.com

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