



Ebuzzing & Teads rebrands to “Teads” and sets sights on global video ad technology market

- ***Change reflects central role of inRead™ format and programmatic platform in driving global growth***
- ***Teads video SSP (Supply Side Platform) adoption by the world's leading publishers unleashes a massive premium outstream video inventory***
- ***Former Ebuzzing solutions are now directly managed within the Teads platform, as a Managed Services offering for Agency teams.***
- ***Former Yahoo Europe director, Christophe Parcot, joins as Chief Operating Officer***

EMBARGOED UNTIL 00:01 6th October 2014 - The Ebuzzing & Teads group today announces a change of name to Teads and a full identity rebrand. The change marks the next phase of the company's growth, focused on creating a revolution in the video advertising industry with its innovative video SSP that supports exclusive outstream video advertising formats, including the flagship inRead™.

The news follows the successful merger in March 2014 of Ebuzzing, one of the world's fastest growing providers of technology-driven video advertising solutions, and Teads, a video ad management supply side platform (SSP) used by the world's top publishers and ad networks.

Teads invented 'outstream' video advertising formats. Unlike instream video advertising which places video ads within video streams such as pre-roll, outstream video advertising places video ads outside of the traditional video stream. For example, video content can now be placed between two paragraphs of an article, between two images of a slideshow or in a newsfeed on a smartphone.

The newly branded Teads is already a major player in the global video advertising market, with more than 300 staff operating from 25 offices worldwide and revenues approaching \$100m in 2014, up more than 50% versus 2013.

Teads is capitalizing on the growth of online video, which is one of the fastest growing advertising mediums, with overall industry revenue expected to hit \$11.4 billion in 2016 (source: [Magnaglobal](#)). Fueled by the increasing demand for premium video inventory, Teads's outstream technology is being rapidly adopted by the world's leading publishers such as Washington Post US, Reuters US, Forbes US, The Financial Times UK, The Telegraph UK, The Guardian UK and Le Monde FR.

Executive Chairman of Teads, Pierre Chappaz comments, "Today, we launch the next chapter of our phenomenal growth story. We're on a mission to reinvent online video

advertising. Our outstream technology is a game changer, allowing premium publishers, who place our ad formats inside their existing editorial content, to offer brand new and massive premium video advertising inventory which simply did not exist at all before. At Teads, we are committed to building the global leader for premium video advertising technology."

Unlocking massive premium video inventory

The video advertising market lacks quality inventory, as the large majority of video content on the Internet is produced by users, rather than by professional producers. Premium brands are often reluctant to display their ads next to this kind of content. And professional video content sites such as catch up TV offers very limited inventory (4% of the entire video inventory available on the Internet).

Teads outstream advertising formats, including flagship inRead™ ([see demo](#)), fix this widely recognized industry issue of the lack of quality inventory, as it allows the publishers to insert video ads inside their articles rather than before video editorial, in an highly effective and elegant way. Teads outstream formats are respectful of users, who are never forced to watch the proposed ads.

Bertrand Quesada, CEO Teads, said, "Having partnered with the world's leading publishers, our outstream technology opens up new and unprecedented levels of premium video inventory. As a result, Teads is the only player in the industry capable of rolling out online video campaigns in the most quality environments on a global scale."

Teads recently rolled out a global campaign for Breitling in partnership with leading media in 23 countries. Many other premium brands such as Samsung, Hyundai-Kia, Google, Heineken and AT&T are working with Teads to deliver their global video campaigns.

Bringing an end to the industry's viewability questions

The outstream advertising formats developed by Teads are the opposite of forced advertising. Instead, Teads' innovative formats allow users to engage with the ad if they wish. If they are not interested, they can simply continue to read their article. Such an advertising experience shows true respect for users, which is crucial for both premium publishers and brands. It also ensures the highest level of engagement of users who opt to watching an ad because they have a genuine interest.

On top of that, the revolutionary view-to-play concept of the inRead format, created by Teads in early 2013, brings a definite end to the viewability questions which are rife in the video advertising industry, as the video only plays when it is visible by the user.

SSP enables programmatic selling of video inventory

Teads has developed and built a disruptive Supply Side Platform (SSP) to help publishers open up new outstream video inventory and maximize their revenue from that inventory, as well as from their traditional instream video advertising (pre-roll). The Teads SSP allows publishers to sell their video inventory directly, indirectly via managed services provided by Teads or other third parties, or programmatically via private marketplaces and open ad-exchanges.

Teads Chief Strategy Officer (CSO), Loic Soubeyrand, explains, "Our SSP lets publishers plug into the programmatic world to maximize revenues. Most premium publishers are doing this via private marketplaces, giving advertisers the assurance that they're buying quality

placements on quality sites. On top of that, inRead is viewable by design, bringing a definite end to the industry's viewability questions."

New hires to help spearhead expansion

Teads has also strengthened its management team with the recent appointment of former Yahoo! Europe director, Christophe Parcot, as its Chief Operating Officer. Parcot joined to help accelerate the company's global expansion. Parcot joins an experienced leadership team including Executive Chairman Pierre Chappaz, CEO Bertrand Quesada, CSO Loic Soubeyrand, CTO Loic Jaures, CFO Caroline Barbery, CMO Rebecca Mahony and VP Technology, Managed Services Gilles Moncaubeig.

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About Teads

Teads, founded in 2011, is an enterprise software company for digital branding, who operates a disruptive video advertising SSP (Supply Side Platform) for the benefit of the world's leading publishers and brands. Publishers use its platform to create brand new outstream video advertising inventory, and monetize it through their own sales force, third parties or programmatic buying.

Prior to Teads, videos were distributed via instream formats. Teads's outstream video advertising solutions encompasses a series of formats inserted deep into media content, including articles, slideshows and newsfeed. It is changing the game within the video advertising market by creating unprecedented levels of premium inventory which did not exist before.

Brands and their agencies can access this highly premium inventory, available on the web and on mobile, through their agencies and agency trading desks to roll-out local and global campaigns. Programmatic or managed services are also available, allowing clients to set campaign objectives and have the Teads team execute on their behalf using its platform.

Teads has a team of 320 employees, 100 of which are developers, across 25 offices.

Notes to editors

Full list of global publishers below:

Slate US, Newsweek US, O Globo BR, Clarin AR, Le Figaro FR, Die Welt DE, TagesSpiegel DE, Il Sole 24 Ore IT, Corriere della Sera IT, Cond Nast globally, ABC ES, El Economista ES, Telegraaf NL, Dagens Nyheter SE, Arab News UAE, Khaleej Times UAE, Vedomosti RU, The Moscow Times RU, China Daily CN, South China Morning Post HK, The Straits Times SG, Times of India IN, Nikkei JP, Asahi JP and Yomiuri Shimbun JP