

TMT LAB to showcase Spot Direct™ at the IBC Show in Amsterdam in mid September

TMT LAB joins other Canadian companies showcasing solutions for the broadcasting industry at this important event

TORONTO, ONTARIO, CANADA, August 30, 2017 /EINPresswire.com/ -- [TMT LAB](#) Inc. Announced this morning that it will join the Ontario and Canadian delegation exhibiting at the IBC Show in Amsterdam between September 15th and 19th 2017. During the show TMT LAB will showcase [Spot Direct™](#), its patent pending technology to tie digital advertising campaigns to TV schedules in real time.

Spot Direct™ has been in tests with multiple broadcasters in Canada, Mexico and soon the USA and other countries in South America. With it, broadcasters can sell a value-added service to help advertisers optimize the timing of their digital campaigns to precisely coincide with the appearance of TV spots during high audience programming such as market equivalents of Nielsen Top 10 shows, sporting events such as FIFA World Cup, Olympics, Super Bowl, major televised award ceremonies, etc.



At the same time publishers with digital inventories can improve the monetization potential of their properties by renovating their inventories with every single new spot appearing on a major broadcast.

“

With Spot Direct™ brands and agencies can make their TV investments work to lift the performance of their digital campaigns to unprecedented levels. It will become a new standard.”

Rodrigo Madriz

Trials have shown that surgically precise synchronization using Spot Direct™ can increase engagement rates of digital campaigns (Click Through Rates, Time on Site, and actual conversions) by up to 10 times more than control campaigns without synchronization – and all with the same digital investment. Spot Direct™ is currently available for Google DoubleClick, Facebook and Twitter inventories; later this year TMT LAB will offer its functionality to independent publishers so they can also benefit of the premiums associated to this new level of performance.

This is an unprecedented opportunity to align the interests of broadcasters, brands and agencies. Broadcasters can now tap into growing digital advertising budgets beyond the reach of their existing online inventories, while brands can transform their Prime-Time media buying strategies. “With Spot

Direct™ brands and agencies can make their TV investments work to lift the performance of their digital campaigns to unprecedented levels. It will become a new standard”, said Rodrigo Madriz, TMT LAB’s CEO.

TMT LAB will at the show seek go to market partners for the European, Asian and Middle Eastern markets to deploy Spot Direct™ with local tier 1 broadcasters.



TMT LAB will be at the Stand# 2.A41.

About TMT LAB

TMT LAB Inc. is a Toronto-based private equity backed firm developing solutions at the convergence of technology, media and telecommunications. TMT LAB's first product, Spot Direct™, is a privacy-friendly TV/online ad synchronization solution that makes TV spots actionable from any second screen in real time. For more information, visit www.spotdirect.com and/or www.tmtlab.com

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