

# Extreme Reach Acquires attikSpace, Expanding Physical & Digital Asset Management Capabilities for Marketers

*Creative logistics leader advances mission to provide robust, global, end-to-end omnichannel activation solution for marketers*

NEW YORK, NY, UNITED STATES, November 8, 2021 /EINPresswire.com/ -- [Extreme Reach](#) (ER), the



In a world where brands and agencies are producing more content than ever before, a highly specialized and integrated physical and digital asset management solution is essential."

*Extreme Reach CEO Tim Conley*

global leader in creative logistics, today announced the acquisition of [attikSpace](#), the full-service media management company. The acquisition expands ER's physical and digital asset management footprint, making it one of the largest archival media storage companies in the world.

ER will take over attikSpace's asset management and broadcast distribution business, as well as the company's physical storage space in Burbank, CA. Founders Mike Rizzotti and Fabian Sanchez will join the company as VP of Business Development, Creative Asset Management, and

VP of Storage Operations, respectively. All of AttikSpace's employees will join ER as well. Terms of the deal were not disclosed.

"This acquisition accelerates our efforts to transform asset management for the marketing ecosystem," said Tim Conley, CEO of Extreme Reach. "In a world where brands and agencies are producing more content than ever before, a highly specialized and integrated physical and digital asset management solution is essential. The addition of attikSpace and its deeply experienced team advances the value we bring to the global advertising industry via our creative asset management solution that enables access to physical libraries seamlessly with digital assets."

Founded in 2010 by two former broadcast distribution executives, attikSpace provides asset storage, media delivery and production services to more than 200 brands and agencies. All of the company's current media delivery will be immediately moved through the ER platform, providing clients with a seamless experience.

"This is the perfect next chapter for all we've built over the last 10+ years at attikSpace," said

Rizzotti. "Joining forces with Extreme Reach brings expansive new benefits to our clients, especially in the areas of digital asset management and the integration of linear and digital delivery paths in one global platform."

#### About Extreme Reach

Extreme Reach (ER) is the global leader in creative logistics. Its end-to-end technology platform moves creative at the speed of media, simplifying the activation and optimization of omnichannel campaigns for brands and agencies with unparalleled control, visibility and insights.

One global creative-to-media supply chain answers the challenges of a complex marketing landscape and an equally complicated infrastructure under the global advertising ecosystem. The company's groundbreaking solution integrates all forms of linear TV and non-linear video workflow seamlessly with talent payments and rights management. Now, brands and agencies can optimize campaigns as fast as consumer consumption shifts across linear TV, CTV, OTT, addressable TV, mobile, desktop, and video-on-demand.

Extreme Reach connects brand content with consumers across media types and markets, fully illuminating the marketing supply chain for a clear view of creative usage, waste, performance and ROI.

With the acquisition of [Adstream](#), Extreme Reach operates in 140 countries and 45 languages, with 1,100 team members serving 90 of the top 100 global advertisers and enabling \$150 billion in video ad spend around the world. More than half a billion creative brand assets are managed in ER's creative logistics platform.

Bill Brazell

WIT Strategy

+1 917-445-7316

[email us here](#)

Visit us on social media:

[Twitter](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/555785136>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.