



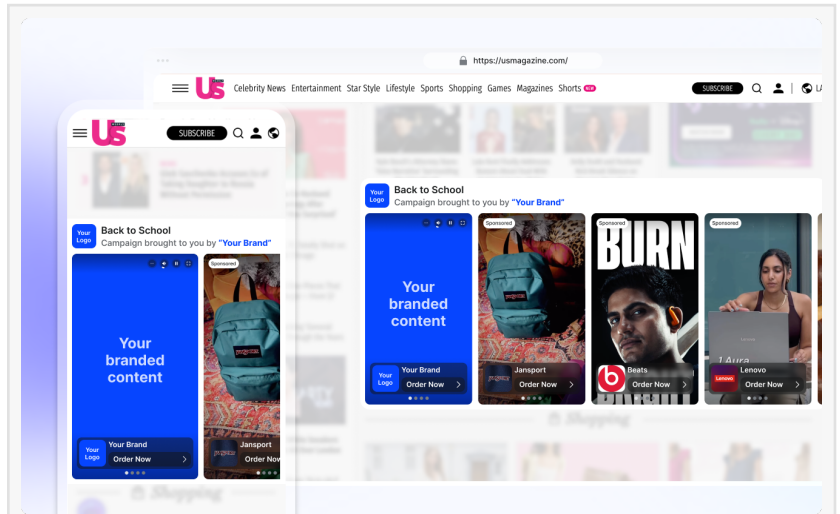
Genuin Adds Better Collective and Ivee to its Video Experience Ecosystem, Extending to Sports Media and Ride Sharing

New partnerships bring Genuin's video infrastructure to Better Collective's sports fans and Ivee's in-ride passengers.

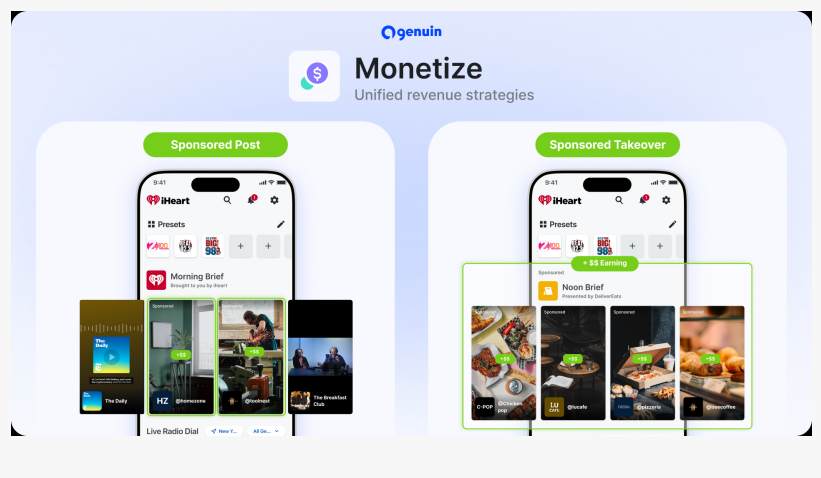
NEW YORK, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Genuin, the world's first social-like experience infrastructure company, today announced new partnerships with Better Collective, a leading digital sports media group, and Ivee, a passenger infotainment network, expanding the reach of Genuin's content and advertising ecosystem into two new high-attention environments.

The partnerships add to Genuin's growing network, which currently powers video experiences across more than 7,500+ sites and apps, reaching 500 million page loads and 2 billion ad avails per month.

Ivee is expanding its commitment to making time in transit more valuable by bringing Genuin's premium content and advertising partners into its passenger infotainment network, alongside existing partners such as TikTok. The partnership will help Ivee deliver more relevant, discoverable experiences to riders while giving



Genuin, the leading provider of generative engagement, experience, and revenue infrastructure for brands, retailers, and publishers.



brands access to 100 million monthly minutes of high-attention transit time across 15 U.S. cities.

"The next frontier for video isn't simply another screen, it's finding moments where consumers have the time and mindset to discover something new," said Alex Giannikoulis, Founder and CEO at Ivey. "With Ivey, Genuin gives its content and advertising partners access to high-attention environments. Ivey's technology turns transit time into intent with the context, interactivity and measurement brands now demand."

Better Collective is bringing Genuin's video infrastructure onto its owned and operated properties to start, introducing sports fans and bettors to a familiar, social-style video experience within content they already visit across its House of Brands, which reach more than 450 million visits per month. The integration gives readers a more engaging way to consume sports content while keeping them within Better Collective's own environment, rather than routing attention to a third-party platform.

The partnership also opens new monetization for Better Collective, with configurable video placements and formats that can be tailored by page, sport, and audience across its network of sites. Advertisers gain access to a receptive, high-intent sports audience, while Better Collective retains full control over inventory, placement, and margin.

"Ivey and Better Collective give Genuin's entertainment, commerce, and advertising partners access to distinctive new environments where consumers have both time and intent," said Bhargav Patel, Founder and CEO at Genuin. "These partnerships allows brands to extend their video experiences beyond traditional digital channels while preserving the relevance, engagement and measurement that modern marketers expect."

About Genuin:

Founded in 2022 and co-located in New York and Ahmedabad, Genuin is video and social-like experience infrastructure for premium publishers, entertainment, commerce, and retail media networks, giving partners the power to build, own, and scale their own network on their own terms, with video as the foundation. Genuin partners include iHeartMedia, McClatchy, TED, and more, trading directly with partners and advertisers on a fully transparent model, where publishers see everything, own everything, and keep more. Learn more at visit <https://begenuin.com>.

About Ivey:

Ivey is a technology company built for the mobility economy. Ivey makes transit time better for passengers and the companies that serve them — through Ivey Inside, Ivey Ads, and Ivey Intelligence. Ivey activates across ridehail (Uber, Lyft, Via), taxis, and the top three U.S. airlines, reaching passengers for 100M minutes every month. Leading brands across entertainment, QSR, events, and B2B use Ivey to improve ad performance, powered by Ivey's first-party data. Learn

more at goivee.com.

About Better Collective:

Better Collective owns leading digital sport media, sports betting media and esports communities, with a vision to become the leading digital sports media group. The company is on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Better Collective's House of Brands includes HLTV, FUTBIN, AceOdds, Action Network, Playmaker HQ, The Nation Network, and Bolavip. The company is headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK). To learn more about Better Collective, please visit bettercollective.com.

Matthew Wurst

Genuin

matt@begenuin.com

This press release can be viewed online at: <https://www.einpresswire.com/article/932543012>

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.

© 1995-2026 Newsmatics Inc. All Right Reserved.