

Tulong Technologies Launches Culturally Intelligent AI Powered Media Marketplace

The first AI-powered marketplace built for multicultural North America:

5,000+ diverse publishers, 20+ languages and the full omni-channel platform.

TORONTO, ONTARIO, CANADA, August 20, 2026 /EINPresswire.com/ -- [Tulong Technologies](#)

today announced the commercial launch of its AI-powered multicultural media marketplace after generating \$1.5 million in annual recurring revenue (ARR) during its closed pilot and MVP testing phase. Tulong's commercial launch builds on the company's ongoing work to enhance its AI-powered platform and expand its reach in North America.



Tulong Technologies

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Tulong's AI-powered platform connects brands and agencies with more than 5,000 diverse publishers across digital, print, broadcast and out-of-home channels in more than 20 languages and represents a commercially validated proof point for what Tulong is building across industries: culturally intelligent AI infrastructure.

Media and marketing was the deliberate entry point. It is the industry where the gap between diverse consumer

populations and the systems designed to reach them is most visible, most measurable and most immediately addressable. That commercial thesis, that AI built with genuine cultural intelligence creates faster, better outcomes for buyers, sellers and the communities they serve, now has a proof point. And it applies to every sector that serves a diverse population, which is every sector.

"Tulong means 'help' in Filipino. That is the mission in a single word. Help put diverse data at the centre of every AI system being built. Help organizations build technology that reflects the world they actually serve. And help close the gap between who powers this economy and who benefits from it. That is the mission. Everything else is execution," said Joycelyn David, founder of Tulong Technologies.

For brands and agencies, the Tulong Media Marketplace delivers three things the existing infrastructure cannot:

Speed: Media planning and booking across digital and traditional channels that previously required weeks of manual outreach, multiple vendor relationships and disconnected workflows can now be completed in under an hour. Tulong compresses the full omni-channel workflow, from publisher discovery to confirmed placement, dramatically reducing campaign planning and strategy time regardless of channel or format.

Access: A single searchable, bookable environment surfaces more than 5,000 diverse publishers across more than 20 languages and the full omni-channel mix, including digital display, social, streaming, print, broadcast, radio and out-of-home. These are publishers most planners had no visibility into before, spanning every format and channel where multicultural audiences actually spend their time. The marketplace eliminates the fragmentation that has kept multicultural media undiscovered and underutilized across both digital and traditional channels.

Intelligence: Tulong's AI-recommendation engine evaluates publishers on audience alignment, performance data and cultural fit across every channel type. Where conventional planning defaults to familiar English-first digital networks, Tulong's AI gives planners a data-driven path to high-performing diverse channels, whether digital or traditional, at a scale no team could replicate manually.

For publishers, the impact is equally direct. Diverse and independent media outlets, whether a digital platform, a community newspaper, a broadcast network or an out-of-home operator, gain a direct channel into the media buying process and equitable participation in the value their audiences represent, no longer dependent on intermediaries or the residual economics of a system built around others.

"Every tool in the existing media planning stack was built to optimize for the same thing: scale in digital-first, English-first platforms. This is not only a capability gap affecting brands and marketing agencies. It's an architecture gap. That's what we focused on solving. And we're just beginning," said Chamanvir Kaur, technical product lead at Tulong Technologies.

Brands, agencies and publishers can explore the marketplace and sign up at tulongmedia.tech.

About Tulong Technologies

Tulong Technologies is a Canadian company building culturally intelligent AI infrastructure for global industries. Its solutions close the gap between global data and cultural nuance, helping organizations across sectors make decisions grounded in cultural insight rather than cultural assumption. Tulong's mission is to empower industries worldwide with AI that serves diverse populations authentically, moving beyond translation to true cultural adaptation across markets

and communities. Learn more at www.tulongtech.ai.

Tulong is receiving a \$557,500 Government of Canada investment through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario) to enhance its AI-powered platform and support its expansion into North American markets.

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