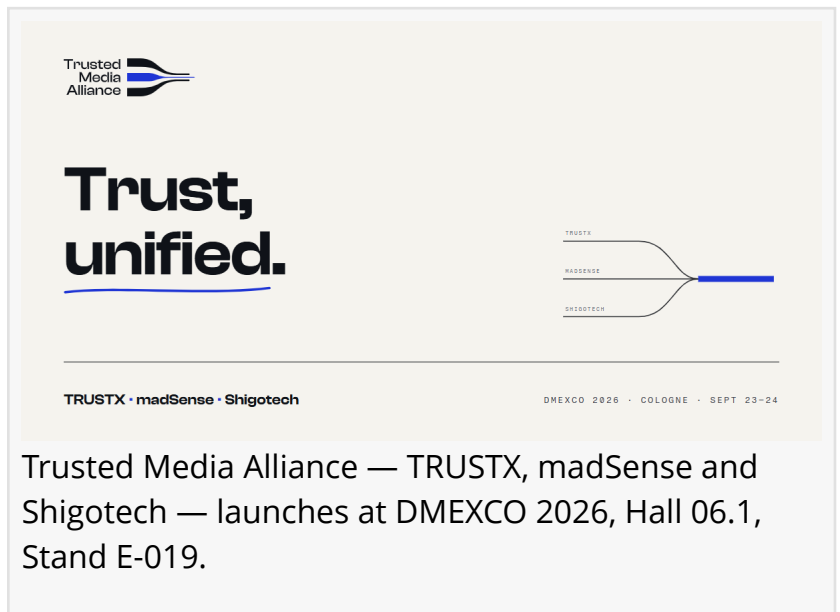


A New Independent Force in Adtech: Trusted Media Alliance Launches at DMEXCO 2026

The alliance combines direct premium supply, explainable AI and independent CTV execution

COLOGNE, GERMANY, September 8, 2026 /EINPresswire.com/ -- As advertisers and media owners seek greater clarity and control across increasingly fragmented supply chains, three established advertising technology companies — TRUSTX, madSense and Shigotech — have joined forces to launch the Trusted Media Alliance (TMA).



The graphic features the Trusted Media Alliance logo at the top left, which includes the text "Trusted Media Alliance" and a stylized blue and white icon. Below the logo, the text "Trust, unified." is prominently displayed in a large, bold, black font, with "unified." underlined in blue. To the right of this text is a diagram showing three horizontal lines labeled "TRUSTX", "madSENSE", and "SHIGOTECH" on the left, which converge into a single blue line on the right. At the bottom left of the graphic, the text "TRUSTX • madSense • Shigotech" is written in a smaller font. At the bottom right, the text "DMEXCO 2026 • COLOGNE • SEPT 23-24" is displayed.

Trusted Media Alliance — TRUSTX, madSense and Shigotech — launches at DMEXCO 2026, Hall 06.1, Stand E-019.

Positioned as "The First AI-Based Trusted Media Alliance," TMA combines trusted inventory, explainable intelligence and independent execution to create a more direct, transparent and accountable path between advertisers and media owners.

The alliance brings together TRUSTX's direct, MFA-free premium media; madSense's explainable AI decisioning; and Shigotech's independent, full-stack CTV infrastructure. Together, they form what the companies call the Trusted Media Infrastructure Layer, designed to reduce unnecessary intermediation and give customers greater visibility and control.

Each company will remain independent, retaining its technology, expertise and commercial relationships while giving customers access to complementary capabilities.

"TRUSTX was built around a straightforward principle: buyers should know where every impression runs, and publishers should receive the value intended for them. Through TMA, we can carry that principle further — combining direct, premium supply with the intelligence and infrastructure needed to make the entire transaction more accountable," said Jeff White, CEO, TRUSTX.

Addressing structural problems in digital advertising

TMA responds to opaque supply chains, hidden fees, disconnected platforms and black-box optimization. Its members contribute three distinct capabilities:

TRUSTX operates a direct, MFA-free exchange connecting advertisers with premium publishers across CTV, video, display and mobile. It excludes reseller paths and charges buyers only for impressions measured as viewable.

madSense provides an AI-powered decision layer that helps media teams understand, audit and act on optimization decisions across budgets, audiences, channels and platforms.

Shigotech provides independent, CTV-native SSP, DSP, DMP and AI capabilities, enabling publishers, broadcasters and agencies to manage and monetize media without being locked into a platform that owns or prioritizes competing inventory.

"The next phase of AI in media will not be defined by how many decisions a system can make, but by how clearly people can understand and improve those decisions. madSense brings that explainable intelligence to TMA, turning fragmented data into actions that media teams can examine, refine and confidently put into market," said Gordan Topalovic, Founder and CEO, madSense.

The alliance is built on established capabilities and operating experience. TRUSTX provides direct access to more than 3,000 premium domains. madSense reports that its madBuys technology delivered a 56% lower cost per thousand viewable impressions than a head-to-head DSP benchmark, with 92% viewability and post-click engagement time 43% higher than the average across other channels in the comparison. Triple B Media CEO Anthony Bailey has credited Shigotech's CTV technology with enabling EPG-level targeting, access to more relevant advertising budgets and greater value from its inventory.

"For broadcasters and publishers, ownership has very practical consequences: control over their inventory, audiences, data and the way their business is monetized. We built Shigotech to give them that control through infrastructure they can make their own. TMA connects that independent execution with trusted demand and smarter decisioning, without asking customers to enter another closed ecosystem," said Shilo Asi, CEO, Shigotech.

Industry debut at DMEXCO 2026

TMA will make its first major industry appearance at DMEXCO 2026, taking place September 23-24 at Koelnmesse in Cologne, Germany. Representatives from all three companies will be available in Hall 06.1, Stand E-019, where advertisers, agencies, publishers and broadcasters can explore how trusted inventory, explainable intelligence and independent execution work together as one accountable model.

"Trusted Media Alliance is a new player, but it is not starting from zero. It brings together three companies with established technology, real customers and proven expertise. Our goal is simple: make more media investment reach quality environments, return more value to media owners and ensure every important decision can be understood," said a joint statement from the founding companies.

More information and DMEXCO meeting requests are available at trusted-media-alliance.com.

About Trusted Media Alliance

Trusted Media Alliance brings together TRUSTX, madSense and Shigotech to provide an independent alternative to fragmented supply chains and closed ecosystems for advertisers, agencies, publishers and broadcasters.

About TRUSTX

TRUSTX is a direct, MFA-free advertising exchange providing transparent supply paths across CTV, video, display and mobile while excluding resellers and Made-for-Advertising inventory. Learn more at trustx.org.

About madSense

madSense provides explainable AI decisioning and orchestration that helps media teams connect data and translate intelligence into coordinated action. Learn more at madsense.com.

About Shigotech

Shigotech provides independent, full-stack CTV advertising technology for publishers, broadcasters and agencies. Learn more at shigotech.io.

Gal Turjeman

Trusted Media Alliance

info@trusted-media-alliance.com

This press release can be viewed online at: <https://www.einpresswire.com/article/940337000>

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.