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## **Kantar Media Unveils Programmatic Media Planning Initiative** *New Initiative Aggregates and Publishes Available Programmatic Inventory on the SRDS Media Planning Platform*

**April 16, 2014, New York, NY** – Kantar Media launches a U.S. programmatic initiative that aggregates, standardizes and integrates the availability of programmatic digital ad inventory into the SRDS.com planning platform. Specifically, Kantar Media will publish programmatic guaranteed-direct and private marketplace inventory from various third-party buy-channels, such as SSPs and other vendors that facilitate the automated buying of premium publisher inventory.

Digital media planners and buyers can use SRDS.com as the single interface to determine what premium guaranteed and private marketplace inventory a publisher has for sale. Kantar Media will publish this data to thousands of brand planners from more than 1,000 U.S. agencies, including those at the four largest advertising holding companies.

“Through this programmatic initiative, Kantar Media’s media planning platform, SRDS.com, can revolutionize how digital media is found and ultimately purchased,” says Dina Srinivasan, SRDS Managing Director of Emerging Media, Kantar Media. “At Kantar Media, we remain focused on solving planners’ needs throughout the media buying process. SRDS.com is now a centralized tool that media decision makers can use to discover avails and pricing across programmatic channels, and be one-click away from transacting.”

To launch, Kantar Media has joined forces with Rubicon Project, PubMatic, OpenX, iSocket, Adslot, BuySellAds and Shiny Ads. Publishers that have direct relationships with Kantar Media’s partners will have the ability to showcase their ad inventory to the thousands of users who use SRDS.com for their media planning research.

“We are thrilled to be partnering with Kantar Media, which has broad visibility among all kinds of media buyers—print, TV and digital,” says Kirk McDonald, President of PubMatic. “As PubMatic and the programmatic industry begins to see significant growth in Private Marketplace deals, it is critical that we surface publisher packages earlier in the discovery phase for buyers, and Kantar Media can help us do that.”

Kantar Media’s subscription-only media planning platform, SRDS.com, provides essential data on more than 125,000 media brands, including digital, B2B publications, consumer magazines, direct marketing, newspapers, out-of-home media, radio, TV/cable and more.

### **About Kantar Media**

Kantar Media provides critical information that helps our clients make better decisions about communications. We enable the world’s leading brands, publishers, agencies and industry bodies to navigate and succeed in a rapidly evolving media industry. Our services and data include analysis of paid media opportunities; counsel on brand reputation, corporate management and consumer engagement through owned media; and evaluating consumers’ reactions in earned media. As the global house of expertise in media and marketing information, Kantar Media provides clients with a broad range of insights, from audience research, competitive intelligence, vital consumer behaviour and digital insights, marketing and advertising effectiveness to social media monitoring. Our experts currently work with 22,000 companies tracking over 4 million brands in 50 countries.

For further information, please visit us at [www.KantarMedia.US](http://www.KantarMedia.US)