MENA CTV ECOSCAPE



On-demand content that is Ad-supported and free to watch





Awaan

Rotana









Bein



euro news. Daily Motion EuroNews

• • •

Shahid







STARZ ON

StarzOn









YouTube





Stackadapt



DV360

DSP - DEMAND SIDE PLATFORMS

Self serve platforms that facilitate planning and buying

linked directly to an SSP





Ad Mng **OpenX** PubMatic Teads **Pubmatic** Open X

Freewheel

Equativ



Magnite

Magnite

AD SUPPORTED SVOD

Ad-supported tiers subscription-based that

serve ads for lower costing tier

🗱 tabii

Tabii

Zee 5

Free ad-supported streaming TV without a paid subscription to watch content

FAST / LIVE STREAMING TV



Roya TV

Now







Shahid

Roya TV



سماشی

smashi

Smashi TV

Saff TV

SAFF



StarzOn



Spacetoon



StC tv

STC TV





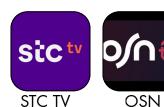
Viu





ADVANCED TV

Dynamic Ad Insertion, on linear TV Set top Box's (Satellite & i.p.) with full funnel data capabilities





SSP - SUPPLYSIDE PLATFORMS

A technology platform that helps publishers manage their

inventory in real time

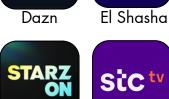
Google



















SVOD - SUBSCRIPTION SUPPORTED VIDEO ON DEMAND

On-demand content that is subscription-based





Samsung TV

Plus































