



Nexxen First to Market with Programmatic Native Smart TV Activation

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Hisense, Toshiba and other leading OEM native Smart TV inventory exclusively available for programmatic activation in Nexxen DSP, with further OEMs to participate in new marketplace

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NEW YORK, Sept. 25, 2025 (GLOBE NEWSWIRE) -- Nexxen, a global, flexible advertising technology platform with deep expertise in data and advanced TV, today announced the first-to-market global capability to programmatically activate native Smart TV advertising inventory through its demand-side platform, Nexxen DSP.

As Nielsen reports, viewers spend up to 10.5 minutes browsing content on their Smart TV home screens as they decide which program to watch, creating a large window of attention in a highly visible environment. Native Smart TV units therefore present a key opportunity for brands to deliver impactful messaging to viewers in a moment of decision-making.

Historically, particularly due to the lack of ad specification standardization between OEMs ("original equipment manufacturers"), advertising buyers activated these units manually via ad servers, a disjointed process with long lead times. With a direct connection between its DSP and supply-side platform ("SSP"), Nexxen has streamlined the capability and unlocked a new supply format for customers.

"Smart TV native placements sit at the gateway to content at the moment that viewers are more open to influence. By layering Nexxen's unique data and targeting tools, we can match the right message to the right household in real time. And because it all runs through our unified platform, advertisers can clearly connect exposure on these placements to campaign outcomes," said Kenneth Suh, Chief Strategy Officer, Nexxen. "For the first time in market, Nexxen has made the activation process straightforward and quick, with our platform handling the heavy lifting so brands can focus on results."

At launch, native Smart TV advertising supply from VIDAA (the operating system found on Hisense, Toshiba and other leading OEM brands globally) will be available programmatically exclusively in Nexxen DSP. Nexxen's unique data can be overlaid onto the ads for precision targeting to new and known audiences.

"The home screen is becoming increasingly strategic for advertisers, as consumers use it as a tool for data-driven discovery, especially during key cultural moments and major sporting events. Nexxen's innovation is making activation in this highly visible environment easier for both sides of the marketplace, while opening up new advertising demand for TV manufacturers," said Guy Edri, Chief Executive Officer, VIDAA.

Partnerships with further OEMs will follow to expand Nexxen's native Smart TV marketplace, where buyers can activate with ease through Nexxen DSP.

ABOUT NEXXEN

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize data and advanced TV in the ways that are most meaningful to them. Our flexible and unified technology stack comprises a demand-side platform ("DSP") and supply-side platform ("SSP"), with the Nexxen Data platform at its core. With streaming in our DNA, Nexxen's robust capabilities span discovery, planning, activation, monetization, measurement and optimization – available individually or in combination – all designed to enable our partners to achieve their goals, no matter how far-reaching or hyper niche they may be.

Nexxen is headquartered in Israel and maintains offices throughout the United States, Canada, Europe and Asia-Pacific, and is traded on the NASDAQ (NEXN). For more information, visit [nexxen.com](https://www.nexxen.com).

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Forward-Looking Statements

This press release contains forward-looking statements, including forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements are identified by words such as "anticipates," "believes," "expects," "intends," "may," "can," "will," "estimates," and other similar expressions. However, these words are not the only way Nexxen identifies forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding Nexxen's programmatic native TV activation and any benefits or insights associated with the solutions as well as any benefits associated with any of Nexxen's products and solutions including Nexxen AI capabilities, Marketplaces, Discovery Tool, cross-screen measurement tools, Data Platform and CTV offering. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors that may cause Nexxen's actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements, including, but not limited to, the following: negative global economic conditions; including risks related to tariff impacts or policy shifts that could materially affect market sentiment, consumer behavior and advertising demand; global conflicts and war, including the current terrorist attacks by Hamas, and the war and hostilities between Israel and Hamas and Israel and Hezbollah, and how those conditions may adversely impact Nexxen's business, customers, and the markets in which Nexxen competes. Nexxen cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially,

interested parties should review the risk factors listed in the Company's most recent Annual Report on Form 20-F, filed with the U.S. Securities and Exchange Commission (www.sec.gov) on March 5, 2025. Any forward-looking statements made by Nexxen in this press release speak only as of the date of this press release, and Nexxen does not intend to update these forward-looking statements after the date of this press release, except as required by law.



Source: Nexxen International Ltd.