



OPEN AP

VIDEO TRANSCRIPT

Open AP is a platform being designed to allow consistent, cross-publisher advertising segments to be defined, and information to be regularly shared across the advertising ecosystem.

Accenture is very excited to be a part of Open AP. Accenture has the overall responsibility for building, running, and maintaining the Open AP platform. Our focus is on helping TV publishers tell a richer story while helping advertisers execute more exact audience targets within television.

Accenture was selected to build and run Open AP due to our deep experience and significant assets in the advertising industry. We have an extensive track record in building large scale, secure platforms which is critical for making Open AP a success.

Accenture is also a leader in media & entertainment digital security. Our more than twenty years of broad, deep expertise in security approaches reduces complexity and gets results faster. Accenture has a track record in developing, and managing mission critical systems.

Based on these factors, Accenture is a credible third party that can bring independence, transparency, consistency, security, and scalability to Open AP. This includes skills and experience in advanced advertising, digital, strategy, operations, platform development, and transformation.

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