



# OVERVIEW



## ABOUT US

AnyClip is a leading technological platform for video monetization and personalization. By providing a million clips of premium video content, enriched with an Artificial Intelligence-driven metadata layer of insights, AnyClip enables better results for advertisers, unprecedented monetization for content owners and publishers, and a new level of video personalization for consumers. AnyClip has developed proprietary technologies and solutions that automatically analyze and tag video content, match and seamlessly blend content with relevant ads, and serve personalized ads to consumers by predicting the content they are most likely to find compelling.

Based in Tel Aviv, with offices in New York and London, AnyClip is backed by Jerusalem Venture Partners (JVP), Roman Abramovich's Millhouse LLC, former Sony America President & CEO Michael Schulhof, and Limelight Networks. In 2016 the company was named the second-fastest-growing technology company in Israel and 14th fastest in EMEA by Deloitte.

### PREMIUM CONTENT LIBRARY



1 Million Video Clips



Thousands of Metadata Attributes Per Clip



## SOLUTIONS

### WEAVO™ PERSONALIZED VIDEO ADS

AnyClip's proprietary WeaVo™ engine automatically weaves an individual ad with multiple pieces of premium content, generating an unlimited number of personalized, content-based ads. The Sense & Match™ Smart Recommendation Engine analyzes billions of data points and delivers each content-driven ad to an individual user by predicting the content he or she will find compelling.

- INCREASED VIEWER ENGAGEMENT
- HIGHER CAMPAIGN ROI
- LONGER CAMPAIGN LIFESPAN
- REAL-TIME OPTIMIZATION
- ACCESS TO PREMIUM CONTENT

### AUTOMATIC VIDEO TAGGING

A fully automated smart tagging solution leverages proprietary deep learning technology to tag hours of video content in seconds, creating a rich metadata layer of tags and insights for content owners.

### VIDEO MONETIZATION

AnyClip offers publishers advanced video players in all sizes and premium content playlists for monetization purposes.

### PROGRAMMATIC OPTIMIZATION

AnyClip uses a combination of proprietary algorithms and experienced campaign managers to optimize fill, maximize revenue, and increase performance KPIs for advertisers and publishers.

### GLOBAL MONTHLY REACH



100 Million Unique Users



250 Million Video Minutes



2 Million Websites

### INVESTORS



Jerusalem Venture Partners



Millhouse Capital



GTI Capital Group



Limelight Networks

### PARTNERS



appnexus



### AWARDS



Deloitte Technology Fast 500 EMEA



Deloitte Technology Fast 50 ISRAEL

### VERIFIED



### MEMBER

