

CASE STUDY: SSP FOR PUBLISHERS

# PUBMATIC'S UNIQUE DEMAND DELIVERS 282% YOY REVENUE INCREASE FOR LOCAL NOW

**Launched in 2016 and acquired as a part of Weather Channel by Allen Media Group, Local Now is the only free streaming service delivering content geofenced to your city. Local Now carries over 500+ channels, 20,000 movies and shows on-demand. Voted Best Streaming Platform by Digiday, Local Now reaches over 15 million monthly active users.**

## THE CHALLENGE

As Local Now was gaining scale on all major CTV and streaming platforms, the team was looking to work with a select group of partners that could bring them unique demand to increase fill as well as act as an extension of their existing sales efforts. Local Now also wanted to ensure they had multiple technology options to execute their direct-sourced business with premier PMP and PG toolsets. As the ad-supported streaming space is crowded, Local Now wanted to find partners who could help them stand out from the crowd.

## THE SOLUTION: PUBMATIC SSP

Local Now partnered with PubMatic to do a complete audit and optimization review across their breadth of content to ensure they were best maximizing revenue. PubMatic provided enterprise-level end-to-end support to help guide correct signal passing, inventory curation for advertisers as well as a seamless ad server integration. PubMatic's technology tools and service helped Local Now see demand facilitation takeoff quickly, enabling them to drive incremental revenue and send more requests.

## SUCCESS BY THE NUMBERS



Source: PubMatic internal data (March 2022 to March 2023)

“ PubMatic has helped us maximize our revenue as well as helped us control how our inventory is accessed through impressive tools, unique demand and customer service. ”

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