



Bidstack Group PLC - BIDS Advisory Committee established
Released 07:00 03-Apr-2019



RNS Number : 9153U
Bidstack Group PLC
03 April 2019

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3 April 2019

Bidstack Group PLC ("Bidstack or "the Group")

Advisory Committee Established

Bidstack Group plc (AIM: BIDS.L), the native in-game advertising group, is pleased to announce that it has established an Advisory Committee and that Pete Beeney (Spotify) and Joel Livesey (The Trade Desk) have been appointed.

The Advisory Committee has been created to allow Bidstack to harness the talents of a select group of high profile executives from both the video games and digital advertising industries. Each of these individuals has extensive experience in areas relevant to Bidstack's growth and is enthusiastic about the Group's prospects. Their remit is to provide strategic input and direction to the Board and to assist with introductions to key counterparties.

Pete comes to Bidstack with 17 years of experience from print, out-of-home, e-commerce and most recently from Spotify, where he has spent the last six years building and managing their global partnership with marcoms giant WPP. Prior to Spotify Pete contributed to the early stage growth of independent British tailoring start-up A Suit That Fits, creating its sales training, reporting, and staff onboarding processes as well as building its corporate sales function. Before that, at Titan Outdoor, Pete created and implemented a sales and launch strategy for JC Decaux's (formerly Titan's) D6 digital six sheet product as well as being responsible for all sales revenue for its flagship digital product, Transvision.

As Director of Partnerships, EMEA, at The Trade Desk, Joel oversees supply-side strategy and activation across EMEA working with both local and global partners to develop innovative strategies for The Trade Desk's clients. The Trade Desk is partnered with over 75 SSPs and Joel and his team work directly with many publishers and

technology partners to ensure client needs are met across all major channels. Previously Joel spent over 10 years working on supply partnerships at Advertising.com/AOL, Criteo and AudienceScience, as well as consulting on media and programmatic for Ebiquity. A prominent voice within the adtech industry, Joel regularly contributes thought leadership to key trade publications including Econsultancy and ExchangeWire and has participated in a variety of high-profile industry events, from Ad Week Europe to Campaign's Marketing Masterclasses.

James Draper, CEO, said, "We are delighted to welcome our first Advisory Board members, Pete and Joel.

"Their experience within advertising - from Out of Home, to global programmatic trading, has already helped our team make huge strides both commercially and technically.

"The recent announcements from Google (Stadia) and Microsoft (Xcloud) are the first signs that the video gaming industry is moving towards a streamed subscription model, akin to what Spotify created in the music industry.

"Spotify's ad format was seen as "net-new" inventory and, initially, as an interesting challenge for DSPs to integrate, when Spotify's advertising offering was launched. With Pete's knowledge and understanding of how WPP could buy and report on that inventory, he was a logical appointment.

"Joel is a leading light at one of the world's best-known DSPs. We are looking to integrate Bidstack into major DSP platforms, given that's where the majority of digital display advertising dollars are spent - so Joel's advice and assistance will be of great benefit."

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Notes to editors

Bidstack is an advertising technology company which provides dynamic, targeted and automated native in-game advertising for the global video games industry across multiple platforms. Its proprietary API technology is capable of inserting adverts into natural advertising space within video games across multiple video games platforms (mobile, PC and console).

Bidstack's customers are games publishers and developers (on the supply side), and advertising agencies, brands and programmatic advertising platforms (on the demand side). Bidstack contracts exclusive access to the native in-game advertising space within video games from their developers or publishers and sells that advertising space either direct to specific brands and their agencies or through programmatic advertising platforms.

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