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Targetspot becomes Deezer's exclusive advertising platform in 5 countries (United States, Canada, Netherlands, Spain and Italy)

AudioValley, an international specialist in BtoB digital audio solutions, (ISIN Code: BE0974334667/Ticker: ALAVY) announces the signing of an agreement with Deezer in 5 countries (United States, Canada, Holland, Spain and Italy).

This 2-year agreement covers the exclusive monetisation by Targetspot of Deezer's audio advertising spaces in 5 countries (United States, Canada, Holland, Spain and Italy).

The agreement covers Targetspot sales teams' prospection among programmatic marketplaces, advertising agencies and advertisers in order to increase the revenues generated by Deezer's audience.

Marianne le Vasseur, VP Ad Sales "It was important for us to find an ad sales house to partner with in some of our key markets. Deezer has built a high-quality advertising ecosystem and audience and have a well-established in-house advertising sales house. The partnership with Targetspot and the help of their sales team will let us speed up the monetisation of our free audiences through sales of audio ads in the five countries covered by the agreement".

Alexandre Saboundjian, CEO and founder of AudioValley, comments: *"With Deezer, we have a common DNA: that of being two pioneers in digital audio. Therefore, for all the Targetspot teams, the announcement of this exclusive partnership is a very proud moment. The expertise of our teams and our presence in many European countries and on the North American continent, have enabled us to make a difference."*

With this new partnership, Targetspot has consolidated its position among the leading global players in digital audio and once again demonstrated its key position to capitalise on the considerable potential of this market.

Future updates (after the stock market closes):

Half-yearly results for H1 2019

16 October 2019

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Press release

www.audiovalley.com

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