

## Trafficking ads into downloadable media has never been easier

The latest release of the Kiptronic Media Services Platform delivers **kipTraffic** a breakthrough in the way you traffic ads to your downloadable media — Kiptronic offers built-in support for the Atlas Publisher Suite and DART for Publishers. Trafficking ads into your downloadable media is now as easy as putting banner ads onto web pages.



## Leverage Your Existing Ad Server

- **There's nothing new to learn** – Ad operations continues to use the trafficking tool they already know. Kiptronic seamlessly extends your ad server's capabilities by adding downloadable inventory as new sites, zones, and areas.
- **Easy to get up and running** – Kiptronic features can be activated within your ad server in a matter of hours, not days.
- **Consolidated views** – View reports and manage your business from one set of metrics accessed in one place. See all your audio/video inventory along side your other online content.
- **Workflow integration** – Through our direct communication with Atlas and DFP, higher-level services from providers like Solbright™ and Operative™ can now manage the workflow around your downloadable media too.

## Ensure Your Advertising Follows Your Content, Wherever It Goes

Today's audience is anywhere and everywhere. Media consumption is exploding, not just in-browser but across a wide variety of desktop application, portable devices, game consoles, and other non-standard playback environments. Use Kiptronic to stay ahead of your competition with a solution for monetizing downloadable media that works the way you do.

