**ORACLE**
Data Cloud

# Contextual Intelligence For In-Stream Video Buys

**What if you could engage the same Contextual Intelligence you use for display for in-stream video?**

Introducing Oracle Data Cloud's Contextual Intelligence for in-stream video. We've partnered with industry-leading video platforms, combining our machine-learning, video-context product with their expertise in video content, in a first-to-market opportunity.

## $29B[1]

U.S. marketer spend on programmatic video in 2019

## 100 min[2]

Projected daily time spent for the average person watching online video in 2021

### Best-in-class Contextual Intelligence from a partner you know and trust

Oracle Data Cloud's leading Contextual Intelligence technology, which thousands of global advertisers rely on, is now available for your in-stream video buys.

Access valuable video inventory at scale without sacrificing safety

Ensure you're connecting with customers through the most relevant in-stream content

## Getting Started

### Setting up In-Stream Video Context is simple

**Step 1**  Video context inventory is available through a PMP (Private Marketplace)

**Step 2**  Work with your Oracle Data Cloud rep to set up your video targeting parameters

**Step 3**  Your Oracle Data Cloud rep will confirm a Deal ID to target this video inventory in your DSP of choice

**Available segments:** All syndicated targeting and brand safety segments are available

**Contact your Oracle Client Partner or Account Manager for more information.**

## How it Works



Publisher makes their inventory available to video platforms

Video assets are delivered to Oracle via our partners, categorization data is returned and used to enrich the publisher's video inventory.

ODC's Contextual Taxonomy is utilized to create PMP deals. Deal ID is made available in the DSP of your choice