

SPINCAST TV NETWORK ROLLS OUT ADDRESSABLE ADVERTISING ENGINE

Spincast TV announced the rollout of its new addressable advertising engine with targeted, actionable ads delivered by audience, geography or demographics.

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Considered the most effective marketing delivery channel because it specifically targets a consumer's identifiable interests, addressable advertising serves ads directly based on demographic, psychographic, and behavioral attributes associated with the consumer exposed to the ad. This delivers an ad independent of any other based on specific consumer attributes using consumer traits associated with the program or "end point".



"Research and data has demonstrated time and again that most consumers don't mind advertising just as long as the ads are targeted to their needs. How many times have we walked away from the TV when an unrelated ad appears? With targeted advertising, the viewer stays engaged. This ties in perfectly to [Spincast](#)'s instant point-of-purchase capability. Combined with our recent agreements with multiple library holders and content producers of children's programming, movies, series, sporting events and additional entertainment titles from across the world, Spincast will become the premier showcase for agencies, brands, content providers and particularly viewers", said Castellanos.

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Spincast is a new ad supported, non-subscription based TV Network viewable through an "app" on any smart-TV, mobile device and web browser. New and proven series, movies, game shows, sporting events and similar get instant global access while providing multiple methods of revenue stream for content providers and brands in the process, all from the click an app. Spincast brings the world, to the world.

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This press release can be viewed online at: <http://www.einpresswire.com>

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