

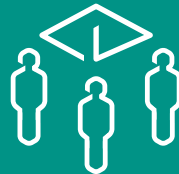
# Prisma, the platform for the converged landscape.

As the digital landscape changes and multiplies, you need the right platform to manage your business as new touchpoints, devices, media channels, data sources, point solutions, and agency services emerge. Prisma connects you with the data, applications, and media channels you need to master the converged landscape of tomorrow.



## MAXIMIZE WORKFLOW EFFICIENCY, GLOBALLY

- Open architecture for seamless interoperability with applications globally
- The simple, automated, and electronic processes streamline buyer/seller interaction
- Prisma's customizable architecture was built for easy regional adoption
- SaaS delivery keeps back-end support needs down



## EMPOWER YOUR TEAMS WITH UNPARALLELED INSIGHT+CONTROL

- Integrated research & planning
- Electronic communication with hundreds of sites through our vendor platform, Prisma for Sellers, for RFPs and Orders
- Real-time reporting allows you to make vital decisions quickly based on actual performance
- Fully integrated with agency billing systems
- Financial oversight including audit tracking and spend authorization



## CUSTOMIZE YOUR TECH STACKS TO DRIVE SUCCESS

- Prisma's open architecture includes open APIs for ad servers and other technology partners
- Fully integrated with third-party data feeds and trading desks
- Upcoming benefits: integrations for social, online video, print, outdoor, and more
- Mediaocean does not sell media – providing you with complete access to any media source, data provider, or application