Nexxen and Gracenote Partner to Expand Content-Based Targeting for CTV

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Integrating Gracenote's content intelligence with Nexxen's unique CTV supply allows advertisers to more closely align campaigns with audience viewing habits

NEW YORK, Nov. 19, 2026 (GLOBE NEWSWIRE) -- Nexxen, the advertising technology platform that delivers full-funnel performance powered by unique data and media, announced today a partnership with Gracenote, Nielsen's content intelligence business unit. The partnership introduces Gracenote's connected TV ("CTV") data and content intelligence into Nexxen's supply-side platform ("SSP"), enabling advertisers to more effectively target and activate campaigns based on granular, program-level insights.

Despite its rapid growth, CTV has historically struggled to deliver the same level of visibility into how and where ads appear in linear television. By combining Gracenote's content intelligence with Nexxen's premium, brand-safe supply, advertisers can create differentiated, privacy-conscious segments based on genre, mood, theme, rating, language, cast, sports and news categories. As a result, they are able to unlock curated CTV inventory with greater precision and transparency, ultimately aiming to strengthen media performance and improve campaign outcomes.

"As CTV continues to grow, advertisers have sought clearer insight into the content behind each impression, which is exactly what this partnership is designed to deliver," said Kenneth Suh, Chief Business Officer, Nexxen. "By uniting Gracenote's in-depth understanding of content with Nexxen's premium CTV supply, we're helping advertisers make more informed decisions about the environments where their campaigns run, which in turn drives better-aligned ad placements."

"The content intelligence that helps viewers find what to watch also helps advertisers decide where their ads belong," said Jake Richardson, Vice President of Partnerships, Gracenote. "Our unique IDs, rich, standardized scheduling data and proprietary, industry-standard metadata give programming a consistent identity across streaming services. That foundation lets us translate campaign requirements into content-based segments buyers can use in Nexxen's premium CTV deals."

Gracenote's content-based segments are available now through Nexxen SSP.

About Nexxen

Nexxen is the advertising technology platform that delivers full-funnel performance powered by unique data and media. Comprised of a demand-side platform ("DSP") and supply-side platform ("SSP"), with the Nexxen Data Platform at its core, we meet the demands of today's converging media landscape with exclusive audience intelligence, automation and expertise. Headquartered in Israel, Nexxen maintains offices throughout North America, Europe and Asia-Pacific and is traded on Nasdaq (NEXN). For more information, please visit nexxen.com.

About Gracenote

Gracenote is the content intelligence business unit of Nielsen. We standardize the way the global media and entertainment ecosystem indexes content and associated metadata, allowing it to flow between creators, distributors, platforms and advertisers. By providing unmatched depth across 58M titles and 80K+ channels and catalogs, we power the modern search, discovery and navigation experiences that connect people to the TV, movies, music and sports they love — in 70+ languages across 80+ countries. For more information, visitgracenote.com and follow us on LinkedIn.

Forward-Looking Statements

This press release contains forward-looking statements, including forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements are identified by words such as "anticipates," "believes," "expects," "intends," "may," "can," "will," "estimates," and other similar expressions. However, these words are not the only way Nexxen identifies forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding Nexxen's supply and partnership with Gracenote and any potential improvement in campaign outcomes. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors that may cause Nexxen's actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements, including, but not limited to, the following: negative global economic conditions, including risks related to tariff impacts or policy shifts that could materially affect market sentiment, consumer behavior and advertising demand; global and local economic and geopolitical forces and unrest, including the war involving the United States, Israel and Iran, the war and hostilities involving Israel, Hamas, Hezbollah, and Yemen and the Ukraine/Russia war, and how those conditions may adversely impact Nexxen's business, customers, and the markets in which Nexxen competes. Nexxen cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in the Company's most recent Annual Report on Form 20-F, filed with the U.S. Securities and Exchange Commission (SEC.gov) on March 4, 2026. Any forward-looking statements made by Nexxen in this press release speak only as of the date of this press release, and Nexxen does not intend to update these forward-looking statements after the date of this press release, except as required by law.

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