



## 4C Launches Sport Sync, the First Solution for Triggering Cross-screen Digital Ads Based on Live Sports Moments

*Brands can create ads in real time from highly granular sports moments including scoring events, game-changing plays, game start, half-time and more*

**Chicago** -- March 16th, 2016 -- Today, 4C ([www.4Cinsights.com](http://www.4Cinsights.com)), a data science and media technology company, announced the launch of Sport Sync, an extension to its TV Synced Ads solution. Sport Sync leverages real-time sports data to enable marketers to deliver digital (social, search, display, mobile and online video) ads in concert with live sports moments.

"Sports programming is one of the final frontiers of real-time TV viewing, with most viewers simultaneously on second screens," said Scott Shamberg, President, U.S. at Performics. "For brands, the ability to sync digital messages with real-time game moments fosters relevancy. It provides connected context to search, social and display experiences, which can be a game-changer in driving results. 4C understands this as well as any platform on the market today."

Sport Sync enables advertisers to automatically deliver cross-channel ads coordinated with game moments, such as halftime or the start of an overtime; team moments, such as a team score, timeout or penalty; and player moments, such as when a player scores in a competition or medals at the Olympics.

"Live sports create moments that captivate large audiences and drive real-time conversations. Our launch of Sport Sync provides an immediate solution for brands to become a part of these shared media experiences by delivering targeted messages to emotionally-primed consumers at key moments," said Lance Neuhauser, CEO at 4C. "With some of the world's most eagerly-awaited sporting competitions taking place in the coming months, Sport Sync guarantees advertisers can truly seize the moment. Our solution uses the power of live sports to help brands deliver the right ad to the right audience on the right device at the right time."

Sports Sync is the latest feature addition to 4C TV Synced Ads, which also includes:

- **Ad Sync** – Show simultaneous ads across second screens while your commercial airs.
- **Political Ad Sync** – Move voters to action with contextual political TV ad triggers.
- **Program Sync** – Continuously deliver ads throughout targeted TV programs.
- **Weather Sync** – Deliver ads that react to real-time weather signals.
- **Ad Break Sync** – Buy ads during all ad pods during a commercial break.
- **Audience Sync** – Reach key audiences by mapping to programs that match target demographics.
- **Competitor Sync** – Blunt competitors' messages by syncing with their TV spots.
- **Event Sync** – Capitalize on real-time moments during live events.
- **Category Sync** – Automatically coordinate ads within 17 product categories.

Designed to offer a centralized solution to advertisers and agencies deploying cross-channel campaigns, 4C TV Synced Ads provides direct connections to social networks including Facebook, Twitter and Instagram, display exchanges via DSPs such as AppNexus and DoubleClick Bid Manager, and Google AdWords for search.

4C's Sport Sync offering is readily available for brands to leverage 2016's biggest sports tournaments, including US College Men's Basketball, the UEFA European Championships in June, the Olympic Games in Brazil this August, and more.

Visit [www.4Cinsights.com/SportSync](http://www.4Cinsights.com/SportSync) for more information.

### About 4C

4C is a global leader in data science and media technology with solutions for cross-screen convergence. Advertisers, agencies, media companies and content owners use 4C to improve effectiveness on TV, digital and mobile. The 4C product suite includes advertising activation on Facebook, Twitter, LinkedIn, Pinterest and Instagram as well as TV Synced Ads across display, search, social and video. The company also provides advertising and content analytics leveraging its proprietary Teletrax global TV monitoring network of more than 2,100 channels in 76 countries. Founded in 2011 and based in Chicago, 4C has staff in 17 worldwide locations across the United States, United Kingdom, the Netherlands, Germany, Switzerland, Hong Kong, India and Singapore. Visit [www.4Cinsights.com](http://www.4Cinsights.com) for more information.

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