

# Future Today optimizes monetization via Amazon Publisher Services by enabling supply on more connected devices

Future Today is a video on-demand platform (AVOD) with a portfolio of hundreds of owned and operated channels. Their catalog of long-form content includes exclusive and first-run movies and TV shows, and are distributed by dozens of major streaming TV providers through a pioneering technology platform for both content owners as well as advertisers to reach their desired audiences, at scale – all in one place. Future Today's flagship channels – including FilmRise and Fawesome – rank in the top free channels across nearly every streaming device. The company's proprietary, cloud-based technology platform manages OTT services for hundreds of content owners, producers, distributors and major media companies helping them launch and monetize complex Connected TV channels across devices in a matter of days. We interviewed Vikrant Mathur [co-founder], Katya Shkolnik [Head of Partnerships] and Lenny Korpus [Head of Strategic Ad Product & Operations] at Future Today, about their experience with Amazon Publisher Services (APS), and using our Client-to-Server (C2S) integration for streaming TV inventory.

## What is APS' role in your streaming TV monetization strategy?

Future Today relies on two main paths to monetize our ad-supported inventory. The first path is our direct sales team that works with brands and agencies, and the second path is our programmatic offering. We integrated with APS to help optimize our programmatic revenue and to further enable demand on our streaming TV apps. APS provides infrastructure and hands-on support, including troubleshooting and regular meetings, to help us reach our goals. Through APS' Shopping Insights reporting and demand diversity they help Future Today provide our customers a better ad-supported user experience.

## Why did you expand your relationship with APS to include inventory on other connected devices?

Future Today looks at our relationship with APS from multiple dimensions. We chose to expand our APS integration beyond just our Fire TV inventory to welcome more demand for our supply streaming on other connected devices. The APS C2S integration enabled us to facilitate demand from Amazon DSP via APS across viewer endpoints, beyond just Fire TV. From a revenue optimization perspective, the more demand we attract drives increased competition for our supply. This raises our CPMs. However, we also look beyond the pure monetization aspect; we also wished to collaborate more

closely with APS and to access additional solutions that help optimize and grow our business across multiple touchpoints via our integration.

## How was the C2S integration process?

Setting up the C2S integration was a seamless process which APS provided support throughout, including during testing. Their clear and concise documentation, coupled with timely proactive support, facilitated a fairly simple integration without much heavy lifting; the development effort surprisingly took a lot less time than we thought it would. From a tech perspective we see a fast communication path between Future Today and APS without any API or ad response latency issues, while the ad experience has remained smooth for our viewers.

## What impact did you experience following the C2S integration?

Prior to integrating via C2S, Future Today was monetizing only our Fire TV inventory with APS. Since expanding our APS relationship to include our streaming TV inventory across more connected devices we have seen a 234% revenue increase from APS. With this increased demand, we are also experiencing additional competition to our unified auction helping to raise the bar through our other demand sources, as well. While we have consistently seen strong CPMs from Amazon DSP, enabling demand beyond our Fire TV inventory has influenced the bidding behavior from our other demand partners. Overall, leveraging header bidding via APS C2S integration has been a perfect marriage.

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## Are there other areas where APS is helping to grow your business?

Future Today is participating in several beta product launches with APS. We are currently monetizing inventory in Canada on Fire TV via APS, as well as opening up our UK supply. Future Today is also leveraging Programmatic Guaranteed (PG) deals via APS. We are experiencing impressive monetization from PG via APS and are happy to enable another incremental revenue channel. We look forward to growing our PG monetization stream with APS.