



Multimerica Media

Specialized Ad Marketplace



At Our Core

Multimerica Media Ventures (MMV) is a salute to the many that create a better **ONE**. Believing in a more equitable and inclusive media landscape that reflects all that America is made of, including the business of media: buying, selling, investing and programmatic technology.

We're here to prove that building an inclusive media future isn't just the right thing to do, it is the profitable thing to do for all.



Purpose & Mission

Purpose:

To build a more inclusive and better performing media business landscape that will include more people who have traditionally been excluded and overlooked into the business of media. Thereby providing access to creators of color to better control the imagery and narratives while also providing a means for community resource circulation.

Mission:

- (1) To provide an easy, efficient and effective media marketplace experiences for our agency/brand customers at reaching their target audiences “where they’re at” to assist them in achieving their marketing/business objectives through national scale and billions of premium ad inventory per month.
- (2) We strive to help up and coming Black, Brown & Overlooked owned media and experiential properties scale. While also training and developing the next group of Black and Brown media professionals.



About Multimerica

As a Black owned media company, we help our clients build their business in a more equitable media landscape and move them closer to their supplier diversity goals and community pledges.

- Multimerica AdEX sources only the best and most engaging video content ad from trusted sources, ensuring that our partners have access to super-premium inventory that aligns with their brand values and target audiences.
- Our industry-leading technology platform includes advanced fraud detection and brand safety measures, which help to ensure that ads are served in a secure environment free from fraudulent activity.
- Given our certifications we can provide our clients Tier 1 and Tier 2 supplier diversity credits.



Partial Current Clients

Direct Clients



December Open Market Clients





Quality Inventory Done Right

Multimerica delivers CTV advertisers with access to 800+ super-premium networks. Providing excellent reach with 12+ billion of monthly ad impressions.

Our cutting-edge Ad Technology allows us to reach approximately 95%+ of all the US CTV HH universe.

We provide premium ad inventory across key categories that include:

- Entertainment
- Lifestyle
- Sports
- Multicultural Targeted Networks



Multimerica AdEX – By The Numbers



12B+

ADVANCED AD
IMPRESSIONS DELIVERED
MONTHLY



95%

CTV HOUSEHOLDS
REACHED



800+

CTV PUBLISHER
PARTNERS



20+

CONNECTED DSP
& SSP

Providing our partners with the access and scale to reliably deliver their business objectives in a measured, safe and guaranteed CTV/OTT environment.

Tier 1 & Tier 2 Diverse Supplier Options available.

Current Network Sample – 800+ Premium Networks

BROAD REACH MEDIA



MULTICULTURAL TARGETED & MINORITY OWNED





Multimerica Community Impact Multiplier



Helping to develop the next group of Black, Brown and often Overlooked students from HBCU and HACU Universities. Our program will include students from universities like Huston Tillotson, Clark Atlanta, Fisk and University of Texas.



Investing in up-and-coming Black, Brown and Often Overlooked content, new media and experiential innovators to help them scale faster.



Multimerica supports and partners with other MBEs, just like our technology partner, Elemental TV.

We have a quality supply of minority owned media options available to our partners based on their needs.

CONFIDENTIAL





Rodney Northern Bio

Rodney is a seasoned business builder, board member, and lecturer with a unique blend of strategic vision, organizational leadership and a high financial acumen/discipline. He has been a corporate executive for over two decades specializing in brand marketing, business/product innovation, and human centered design for many of today's leading CPG organizations. These companies include SC Johnson, Tyson Foods Inc, Miller Brewing Company, the Clorox Company, Sara Lee International, and the Coca-Cola Company. During his corporate tenure, he has led billion-dollar businesses and managed multi-million-dollar budgets for many well-known consumer brands. In his recruitment to the Coca-Cola Company, he was considered one of the top 100 global marketers by Ad Age.

He has spent considerable time and energy designing new products, processes and testing methodologies, resulting in successful new business launches in at least seven different product categories. He has had extensive responsibility for consumer-segment marketing efforts for the African American, Asian, Hispanic, Boomers, Disabled, Gen X, Gen Y and Millennial consumers.

As an advertising agency executive, he has partnered to helped clients in over 50 different industries, including but not limited to; mass market retailers, telecommunications, fast food, automotive, education, the airline industry, banking, adult beverages, consumer packaged goods, retail, cosmetics, nonprofits, health care, wellness beverages and many others.

Through his innovative business approach, market insights, and organizational leadership he has led to the development of over \$20 billion in sustainable retail sales and services that continue to grow today. Born in Kansas and raised in Southern California, Rodney received his Bachelor of Science degree in Economics from the University of California at Riverside. He went on to complete his Master of Business Administration degree with an emphasis in Corporate Finance and Marketing Management at the University of Southern California's Marshall School of Business. At USC he was the recipient of the Consortium for Graduate Study in Management fellowship. In 2002, he was privileged to be inducted into the professional fraternity of Sigma Pi Phi.

Achiever, Strategic, Futurist, Belief, Learner



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