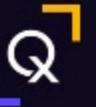


QOQRTEX





**Helping Businesses Achieve the  
Deepest Understanding of Video  
using Artificial Intelligence  
(IVA - Intelligent Video Analytics)**





# The Team

Industry Veterans. First-Movers.

**Zack Rosenberg**



**CEO & Co-Founder**

**James Altschuler**



**COO & Co-Founder**

**James Tammaro**



**CTO**

**Founded:** 2020

**Employees:** 22

**Awards:** AdExchanger – Best Use of AI in Advertising, The Drum – Best Video Marketing Solution, MarTech – Breakthrough Technology Leader

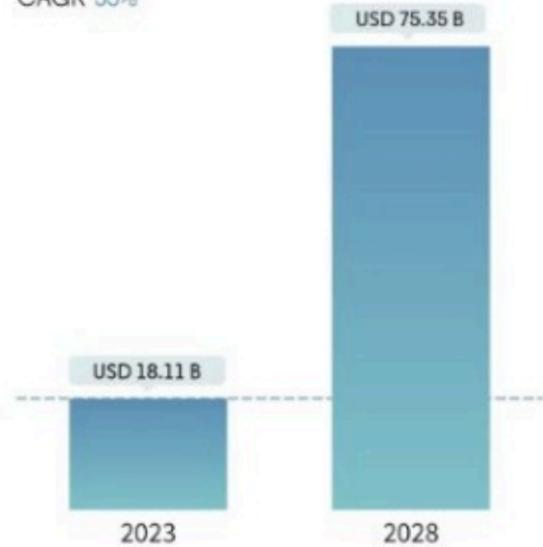




# IVA Market-at Large and the Sectors We Already Dominate Today (Media)

The global AI video analytics market size was valued at \$18.11 billion in 2023 & is projected to grow to \$75.35 billion by 2028

AI Video Analytics Market  
Market Size in USD Billion  
CAGR 33%



Source: Mordor Intelligence

Study Period	2018 - 2028
Market Size (2023)	USD 18.11 Billion
Market Size (2028)	USD 75.35 Billion
CAGR (2023 - 2028)	33.00 %
Fastest Growing Market	Asia-Pacific
Largest Market	North America

#### Major Players

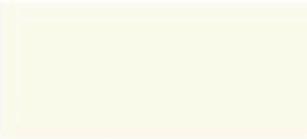


\*Disclaimer: Major Players sorted in no particular order



Read More at: <https://www.mordorintelligence.com/industry-reports/global-ai-video-analytics-market>





# Focus on the Media Sector





# Solution: Intelligent Video Analytics

## Disrupting the \$1.3T AI-Enabled Media Market



**Categorization:** Identifying “Moments” such as Actions, Feelings, Genres, Products, and Famous Faces based on the videos content.

**Correlation:** Using our in-video experiences called On-Stream™ to connect the actions of the audience to the context of the video.

**Curation:** Choosing the right content to maximize the results for brands, media companies, and creators of video.





# First Step: On-stream by Qortex

Smart Overlays for CTV, Web Video, and In-Game



Qortex Ad Example

## A) LESS INTERRUPTIVE

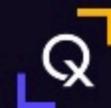
Ads can be served without interrupting the video content

## B) CONTEXTUALLY RELEVANT

AI matches ads with video content without the need for cookies and consent from the audience

## C) BETTER PERFORMANCE

Audiences are engaged for longer, take action more frequently, and purchase at a higher rates compared to traditional video ads





# How Does On-Stream Perform?

The Clear Winner



**2.3X better  
ENGAGEMENT**

**Activision** utilized On-Stream to increase their engagement, resulting in a 2.3X improvement to CTRs compared to pre-roll & mid-roll ads.

On-Stream was seen by 6.8X more people, for longer, compared to traditional display ads shown to users on **Viant's** network.

**6.8X better  
VIEWABILITY**





## On the Horizon

Qortex's advanced AI has already created a new dataset from video called moments and the applications to monetize them. The first is called On-Stream and it allows brands to serve ads that are relevant to audiences who are most receptive.

Using Qortex's marketplace, brands are also advertising in-video on the web, CTV and in-game using their existing adtech infrastructure.

The next phase of Qortex will expand this vision to including a platform for the management of in-video experiences and the data derived from it. Such as commerce, research, recommendations, and interactivity.

As we expand beyond the sector, companies in the next domains we enter will similarly advantage from the IVA solutions we are creating for each.





# Advisory Board

## Actively Involved Experts

### MEDIA

**Mark Pedowitz**



Former Chairman and CEO of The CW Network

Investor in Qortex

Broadcast and Cable Hall-of-Famer

Former President of ABC Television and ABC Studios

### ADTECH

**Matt Barash**



SVP of Index Exchange

Frequent contributor to the Wall Street Journal, Insider, Morning Brew

Mgmt team who sold AdColony for \$400MM

### BRAND SAFETY

**Karlie Santucci**



Chief Customer Officer at Memo

Fmr. SVP of Client Services at IAS through acquisition. World's largest brand safety company

### SCALE & CONTENT

**Ash Karbasfrooshan**



Founder and CEO of WatchMojo

Investor in Qortex

Oversees 2 of the top 10 YouTube channels in the world with over 23MM subscribers

### SPORTS & VIDEO

**Claude Ruibal**



Fmr. Global Head of Sports Partnerships at Google/YouTube

Part of group who bought Everton FC

Founder of Universal Sports Network



# How the Programmatic Marketplace Works

Billions of Times Per Day, Automatically, and in Real-Time

## Long before an ad is delivered:

- The **Advertiser/Agency** establishes campaign goals, makes creative assets, and sets the budget.

## In less than a second:

- An advertising auction occurs. Qortex is **the Omni-Channel Marketplace** for programmatic in-video advertising formats.

### Demand Side Platform (DSP)

Executes programmatic media buying campaign by responding to a real-time bid request from Qortex



### Qortex

Sends/Receives a bid which includes campaign parameters and matches the ad to a "moment" in a video



### Video Player/Publisher

Supplies ad inventory where the ad is displayed to the viewer automatically via Qortex's marketplace



# Qortex Has Now Entered CTV

The Fastest Growing Market in Advertising Expected to Reach \$28B This Year



Qortex Ad Example

## A) FIRST-MOVER

Through our patent-pending technology we are the first provider of programmatic overlays in CTV and we also add the ability to make it contextual

## B) LIVE OR ON-DEMAND

No other technology company can deliver open-market programmatic overlays in live video or VOD

## C) HUGE WHITESPACE

Serving up personalized ads to valuable CTV audiences of mostly cord-cutters





# Qortex Marketplace

Validated and Used by Major Brands Across the Advertising Supply Chain

ADVERTISERS

DSPs

VIDEO PLAYERS

PUBLISHERS

CLIENT NAMES REMOVED





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