Your CTV Ad Server. Their Campaigns. Total Control.

Shigo's integrated ad server and DSP let broadcasters monetize inventory while giving agencies precision targeting.

EPG

EPG-Powered Supply Curation

- Sync your full EPG to unlock granular inventory targeting
- Channel-level, show-level, genre, daypart, and content rating targeting
- Agencies buy exactly the inventory that matches their campaign goals
- Real-time inventory availability and forecasting
- Dynamically update curation packages based on campaign activity

DMP

Dedicated DMP

- Your own isolated DMP — no shared data pools
- Build first-party audience segments from your viewership data
- Enrich with contextual and behavioral signals
- Activate segments across campaigns in real-time
- Provide insights to buyers on trending verticals and content sentiment

TGT

Audience Targeting

- Demographic, behavioral, contextual, and custom segments
- Agencies upload campaigns and layer targeting on your inventory
- Track and process content-level interest per demographic
- Cross-channel frequency capping and reach optimization
- Privacy-compliant: GDPR, CCPA, COPPA, TCF 2.0

AI   AI-Native Intelligence

Every module comes with **expert agents** — built on **20 years of ad tech knowledge, fine-tuned on your data.** A **24/7 expert** for activating demand, configuring packages, and running **ad-rev ops.** Built-in **MCP server** connects to any AI agent ecosystem for seamless expansion.

How It Works

1 EPG Sync → 2 Curate Supply → 3 Build Audiences → 4 Agencies Activate

Full-Stack	EPG-Synced	AI-Native	Multi-Channel	GDPR & CCPA
Ad Server + DSP + DMP	Granular Curation	Campaign Intelligence	Live & VOD	Compliant