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News Release from: **Media Initiatives Group** | Subject: **Platform V**

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Media Initiatives launches Platform V

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Media Initiatives Group has launched Platform V, an advertising platform designed to allow advertisers to engage with niche, quality and targeted audiences in a brand-safe environment.

Platform V's approach aggregates a number of quality publishers into content-similar channels offering advertisers increased reach and a larger, more relevant audience base. Platform V's performance-minded approach enables agencies to run campaigns in a variety of formats, including rich media, integrated sponsorships and keyword targeting on specific pages or on a 'run of channel' basis, with all campaigns optimised to achieve the client's required performance ambition.

The company said the platform's approach is also an attractive proposition to smaller publishers since it offers higher CPMs and faster sell-through rates than 'blind networks'.

Publishers also benefit from increased advertising revenue, including brand campaign budgets through Media Initiatives Group's agency relationships, and are account managed on an individual basis.

Launching with an initial automotive focus, Platform V is set to introduce a number of additional vertical channels, including travel, in the near future.

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[Etype Video to provide UK inventory to Mochi Media](#)

Etype Video, Media Initiatives Group's online video advertising division, has secured a contract to provide UK inventory to Mochi Media through its online games advertising network, Mochiads.