Teads Expands Global CTV Offering with Whale TV Partnership

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Agreement brings Whale TV inventory to advertisers worldwide through Teads Ad Manager

NEW YORK, Sept. 10, 2026 (GLOBE NEWSWIRE) -- Teads (NASDAQ: TEAD), the omnichannel outcomes platform, today announced the global expansion of its partnership with Whale TV, making Whale TV's HomeScreen and native CTV inventory available worldwide through Teads Ad Manager.

The agreement expands a European collaboration launched in 2024 into a broader global partnership, extending advertiser access across more than 100 countries. As an independent TV operating system working with more than 400 TV brand partners, Whale TV adds further breadth to Teads' CTV footprint across established markets and fast-growing regions in Asia-Pacific, Latin America, the Middle East, and Africa.

The expansion is part of Teads' continued investment in CTV. Over the past year, the company has added or expanded inventory partnerships with Google TV™, LG Ad Solutions, V (formerly VIDAA), and TiVo. Teads provides advertisers with direct access to more than 500 million addressable TV devices globally for HomeScreen advertising.

Through Teads Ad Manager, advertisers can unlock HomeScreen growth at scale by planning, activating, and optimizing campaigns across multiple OEM environments from a single platform. This multi-OEM reach is supported by more than 6,000 HomeScreen campaigns delivered since 2023, reflecting growing advertiser adoption of the format across markets and categories.

"Advertisers are looking for global CTV scale without the complexity of managing separate platforms and regional workflows," said Simon Klein, Global SVP Commercial Strategy CTV at Teads. "Expanding our relationship with Whale TV gives brands greater access to high-impact HomeScreen inventory while strengthening the global supply foundation behind our omnichannel CTV offering."

"Our partnership with Teads has grown from a strong regional collaboration into a global opportunity for advertisers," said Chris Hock, VP, Head of Whale TV Ads. "By making Whale TV inventory available worldwide through Teads Ad Manager, we are helping brands access high-impact TV environments more easily and connect those experiences with broader cross-screen campaigns."

Advertisers can access Whale TV's HomeScreen masthead and native display placements, including formats that expand into immersive full-screen video when viewers interact with the ad. Teads will also continue to monetize Whale TV's CTV InStream inventory globally under the companies' existing relationship, providing complementary opportunities to reach audiences throughout the viewing experience.

Within Teads Ad Manager, Whale TV inventory can be activated alongside campaigns across CTV, web, and mobile. Advertisers can apply Teads' audience intelligence, creative capabilities, predictive AI, and measurement solutions within the same workflow, helping connect high-impact HomeScreen placements with broader campaign objectives.

The expanded partnership also contributes to Teads' wider CTV offering, including Teads CTV Ensemble, its suite of HomeScreen and InStream solutions. By combining growing supply access with unified activation, data, creative, and measurement, Teads is giving advertisers greater flexibility to make CTV a more integrated part of omnichannel media planning.

Whale TV inventory is now live in Teads Ad Manager worldwide.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "guidance," "outlook," "target," "projects," "contemplates," "believes," "estimates," "predicts," "foresee," "potential" or "continue" or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions.

We have based these forward-looking statements largely on our current expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to: the risk that our expanded global partnership with Whale TV may not yield the anticipated commercial benefits, inventory availability, advertiser adoption, or scale across international markets as expected; technical and operational challenges related to integrating Whale TV inventory into Teads Ad Manager across more than 100 countries; the risk that advertisers may not adopt CTV HomeScreen and native formats at the rates we anticipate; the highly competitive nature of the digital, CTV, and streaming advertising markets; and the other important risks described in the section entitled "Risk Factors" and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2025, and our Quarterly Reports on Form 10-Q filed for the quarters ended March 31, 2026, and June 30, 2026, filed with the Securities and Exchange Commission (the "SEC"), which are available on our website at https://investors.teads.com/ and on the SEC's website at www.sec.gov.

Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

About Teads
Teads Holding Co. (“Teads”) (Nasdaq: TEAD) is a leading omnichannel advertising platform focused on driving outcomes for brand and performance advertisers across screens. With a focus on meaningful business outcomes for full funnel objectives, Teads drives value by leveraging predictive AI technology to connect quality media, beautiful brand creative, and context-driven addressability and measurement. Teads is directly partnered with more than 10,000 publishers and 20,000 advertisers globally. The company is headquartered in New York, New York, with a global team of around 1,700 people in 30+ countries.

For more information, visit www.teads.com.

About Whale TV

Whale TV is an independent TV operating system that makes TVs smart and simple to use. Since its inception in 2011, the company has worked with more than 400 TV brands and enables over 47.5 million monthly active TVs around the world to help consumers discover, find and watch their favorite entertainment. With its easy-to-use TV OS, the company connects consumers, TV brands, content providers, and advertisers. Whale TV is headquartered in Singapore and has teams collaborating across the globe to make TV better for everyone.

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