NEWS RELEASE

IndiCue Brings its DSP to Cannella Media, Powering its Performance+ CPA-Based CTV Business and Direct Programming Media Buying

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Since Being Acquired Earlier this Year, IndiCue is Driving Millions in Additional Revenue for Cineverse

LOS ANGELES, Nov. 12, 2026 /PRNewswire/ -- **IndiCue**, less than nine months after being acquired by entertainment technology company and studio **Cineverse** (Nasdaq: CNVS), is generating strong revenue and signing new customers. This includes today's announcement that IndiCue and performance advertising agency **Cannella Media DTC** are working together to bring a performance-driven approach and direct buying path into streaming inventory.

Through this partnership, IndiCue will provide Cannella Media with a demand-side platform (DSP) to power Performance+, Cannella's pay-for-performance DTC CTV business and facilitate direct, programmatic media buying.

Cannella helps brands grow through accountable advertising across television, streaming, digital, and audio. Drawing on more than $8 billion in proprietary media marketplace data, Cannella provides media buying, analytics, creative, and campaign execution for advertisers and agencies. Its Performance+ business offers true cost per acquisition (CPA) campaigns, while its broader agency capabilities support clients across multiple media buying models.

IndiCue's offerings span ad serving, SSP, DSP, and server-side ad insertion capabilities. Together, IndiCue and Cannella will:

- Support Cannella's Performance+ CPA campaigns and broader agency media buying through an integrated technology stack connecting advertisers with streaming inventory.

- Offer a highly customizable platform that lets streaming partners respond dynamically to performance signals and improve ad yield across the fragmented CTV landscape.

- Draw on IndiCue's integration with Cineverse's Matchpoint platform to support end-to-end ad monetization across advertisers, agencies, and publishers.

This partnership builds upon IndiCue's momentum as a customizable CTV monetization platform. In the first quarter of fiscal 2027 (i.e., April through June 2026), IndiCue, as the Company's advertising technology and services revenue stream, accounted for more than half of Cineverse's total revenue, averaging more than $5 million per month.

"Performance advertisers want CTV that works like digital: measurable, accountable, and built to scale," said Cineverse Executive Vice President, Product & Monetization, John Marchesini. "IndiCue already powers both sides of the supply chain for Cineverse and other publishers. With Cannella Media DTC bringing agency demand, we're offering direct to consumer brands a direct path to the audiences they're trying to acquire."

"Cannella has always focused on making media investments accountable, including true CPA advertising where clients pay only for results," said Rob Medved, CEO of Cannella Media DTC. "Our partnership with IndiCue expands our CTV capabilities, giving us greater access, flexibility, and control to deliver measurable performance. It also creates opportunities to strengthen relationships with existing clients, attract new advertisers, and grow our broader agency business."

Founded in 2023, IndiCue has rapidly scaled to more than 45 live clients, with additional publishers currently being onboarded. IndiCue's customer base includes major media companies such as IMAX, Freecast, Loop Media, KTSF, and Dial Up Media, as well as many independent FAST and AVOD platforms and other streaming content distributors.

About Cannella Media DTC

Cannella Media DTC is a performance-driven advertising agency helping brands grow through accountable media investments across linear, CTV, digital, and audio. Backed by more than $8 billion in proprietary media marketplace

data and advanced attribution technology, Cannella combines strategic media buying, creative, analytics, and campaign execution to deliver measurable results.

Its Performance+ business offers true CPA advertising, where clients pay for results, alongside a full suite of agency services supporting a range of media strategies and buying models.

Cannella also develops and operates targeted FAST channels, including lifestyle networks RVTV (Recreational Vehicle Television), and Wine Watches & Whiskey, connecting brands with engaged audiences through curated, passion-based content.

About IndiCue

IndiCue is a next-generation CTV monetization and engagement platform, built for media owners, publishers, and streaming platforms that want full control over their Connected TV advertising. IndiCue combines independent ad serving, advanced monetization, and smart server-side ad insertion (SSAI) into a single, unified solution. Its modular stack – CTV Ad Server, SSP, and DSP – enables deep customization and operational independence. Its mission is to provide publishers with the tools, control, and transparency they need to own their CTV revenue streams end-to-end. By aligning technology, data, and monetization around the publisher, IndiCue helps streaming businesses build sustainable, high-performing CTV strategies for the long term. For more information, visit **www.indicue.com**.

About Cineverse

Cineverse (Nasdaq: CNVS) is an entertainment technology company and studio. Fiercely innovative and independent, Cineverse develops and invests in technology and content that drives the future of the industry. Core to its business is **Matchpoint®** – a growing tech ecosystem designed to prepare, distribute, monetize, and continuously improve content across any platform. Matchpoint helps studios large and small operate at scale and improve performance and efficiency in an increasingly fragmented distribution environment. Additionally, Cineverse distributes a vast library of premium films, series, and podcasts, across theatrical, home entertainment, and streaming; operates dozens of digital properties that super serve passionate fandoms around the world; and works with leading brands to connect them with audiences they value. From award-winning technology to the **highest-grossing unrated film in U.S. history**, Cineverse has created a playbook that marries tech and content to redefine the next era of entertainment. For more information, visit **cineverse.com**.

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